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# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

74th YEAR

AUGUST 1951

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Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Co., 166 Water St., New York 5, N. Y. Subscriptions \$3.00 a year, 50 cents per copy, August, 1951. Vol. 74, No. 3. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

**GAIR** multicolor cartons are winning enthusiastic acclaim everywhere with dealers, consumers and manufacturers.

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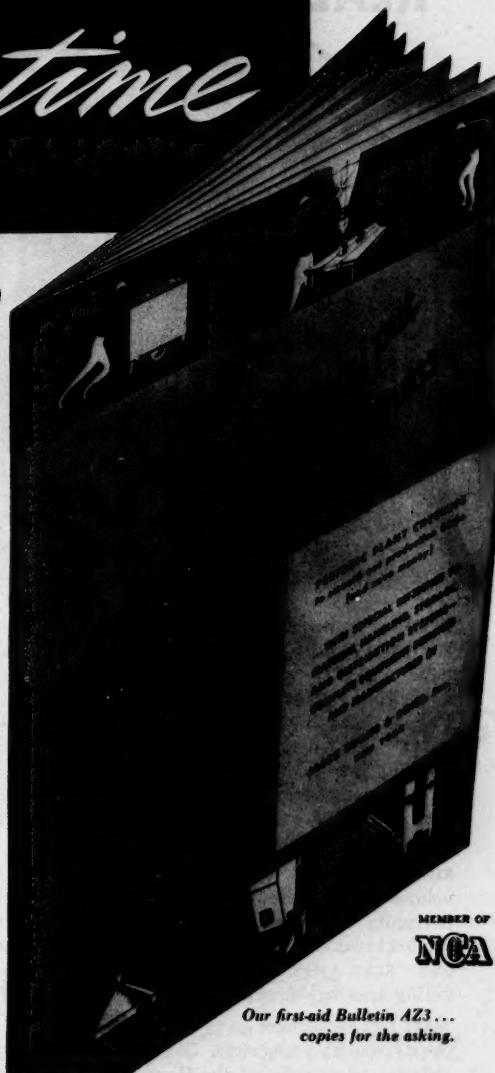
• The fix-up months, this year, have a special urgency. No packer has to be told that never was it more important to get his plant tuned up to its highest efficiency.

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AUGUST, 1951

*Engineers*  
SINCE 1864

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HERE'S A BIG CHANCE  
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IN BEHALF OF THE COFFEE INDUSTRY, the Pan-American Coffee Bureau will participate in a gigantic 4-way drive to promote a "REAL AMERICAN BREAKFAST!" During October, 4 exciting, full-color pages . . . featuring Aunt Jemima Pancakes, Log Cabin Syrup, Swift's Premium Bacon and COFFEE . . . will appear simultaneously in The Saturday Evening Post and Better Homes and Gardens . . . leading off a campaign which will include the top mass-circulation and women's service magazines, 51,000,000 selling messages on the "REAL AMERICAN BREAKFAST!"

RETAIL OUTLETS all over the country will tie in with this volume-building breakfast promotion. It's a wonderful opportunity to get *your coffee* displayed prominently with related breakfast items. Restaurants, too, will feature their own "REAL AMERICAN BREAKFAST" during October, providing another opportunity to boost coffee sales.

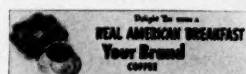
MAKE THIS PROMOTION go to work for *your brand* of coffee. Write the Pan-American Coffee Bureau today, for full details and samples of the Bureau's display material for retail outlets and restaurants.

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FULL-COLOR WINDOW STREAMER (16" x 5")  
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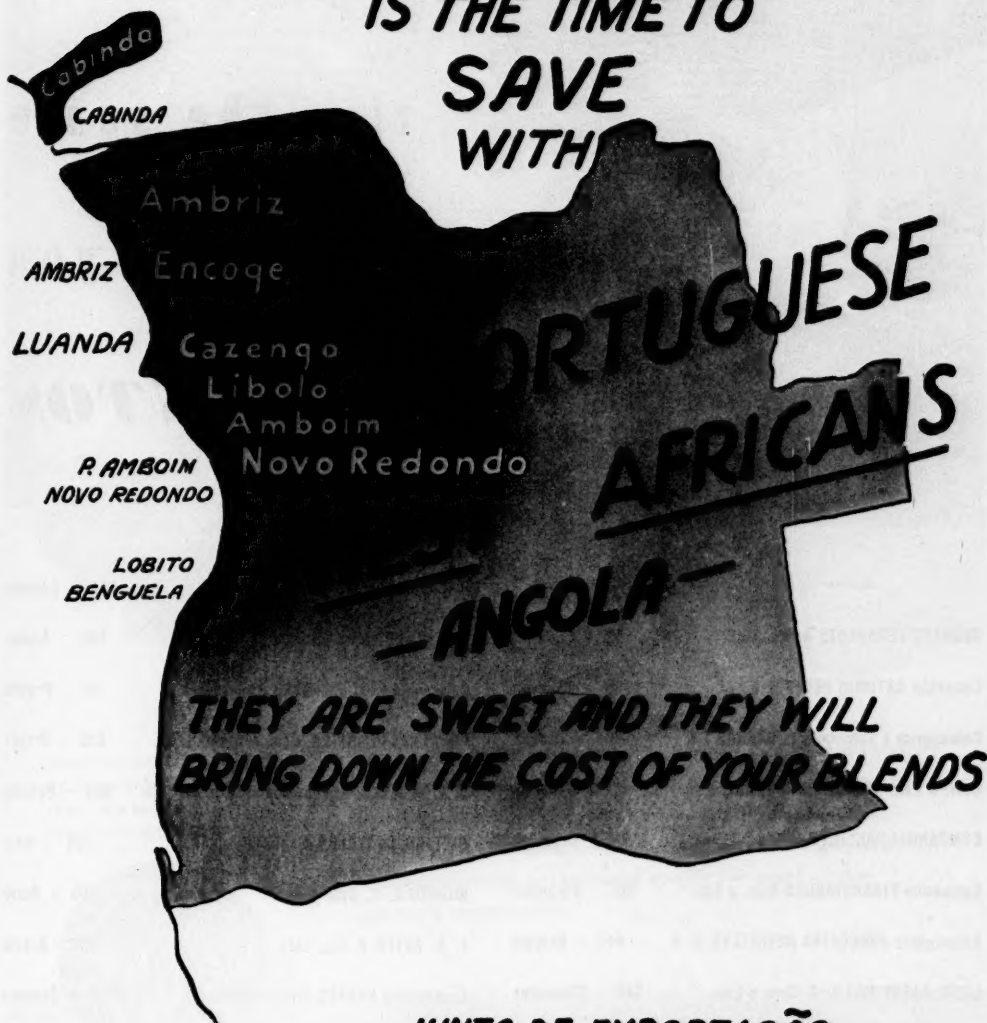


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WITH**



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1715 Logan Street • Denver 5, Colorado • Phone AComa 4597

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Our national licensing program is bringing Cup Brew Coffee Bags to every market area in the United States. Write for full licensing, packaging and marketing information.



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**Certified**  
BRANDS  
INCORPORATED

IMPORTERS AND ROASTERS OF FINE COFFEES  
PACKERS OF QUALITY FOOD PRODUCTS  
512 DELAWARE AVE. Kansas City 6, Mo.

July 24, 1951

Mr. Norman H. Gross, President  
Cup Brew Coffee Bag Company  
1715 Logan Street  
Denver, Colorado

Dear Norman:

Just a short note to tell you that our Cup Brew Coffee Bags really sell!

1. saw at Oddo's and The Hen House markets, the grocers are giving us fine cooperation and most effective floor displays. The movement off the grocers' shelves is excellent and the tempo is increasing — some two to five case purchasers are now coming back for fifty and one hundred case deals.
2. Our Cup Brew Coffee Bags have also stimulated sales of our regular pack Golden Wedding coffee. In fact, our regular sales volume is way ahead — and this at the time when the summer slump usually hits us.
3. Our entire organization is most enthusiastic, and always pleased by the numerous complimentary phone calls we receive each day from housewives. We are proud to be the leader in bringing our customers this new, easy and convenient way of making a fine cup of real coffee.
4. The flood has been a major tragedy, but fortunately our production lines of Cup Brew and regular pack were not interrupted. As soon as transportation eases, we are going right ahead with our plans for additional campaigns in and beyond our market area.

Sincerely,

CERTIFIED BRANDS, INC.

*Roy E. Plank*

Roy E. Plank,  
President

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The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

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Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

### 9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

### 10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

### 11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

**12—FILLING AND PACKAGING MACHINERY**  
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### 13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossetti Lithographing Co., Inc., North Bergen, N. J.

### 14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

### SPICE MILL PUBLISHING CO.

104 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

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Title .....

AUGUST, 1951

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

74th Year

AUGUST 1951

Vol. 74, No. 8

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74th Year

T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**

# Premiums for organizations boost coffee sales for McGarvey

## New approach wins community group support for Flame Room Coffee

More sales—that's one of the results credited by the McGarvey Coffee Co., Inc. to a unique premium plan, one which taps the power of people not just as individuals but as members of community organizations.

Packers of Flame Room Coffee for both the restaurant and the grocery trade, McGarvey Coffee is known in the industry as one of the most alert and aggressive coffee firms in the Upper Midwest.

The new premium approach, the company explains, is one of the factors which is making Flame Room the fastest growing coffee in its territory.

McGarvey Coffee is offering the premiums not to individuals but to organizations—institutions, churches, schools, clubs, veterans' groups, Boy and Girl Scout troops, hospitals, rest homes, orphanages, colleges and similar community groups.

And the premiums have been selected accordingly. They include television sets and radio-phonograph combinations, but they also take in coffee urns and restaurant-type coffee makers, office equipment, slide film and movie projectors, public address systems and flags and banners.

With this premium approach, the McGarvey Coffee Co. and the participating group pull together for the common purpose of supplying needed equipment to the organization.

The whole idea developed out of a campaign the McGarvey Coffee Co. sponsored more than two years ago, when they offered free television sets to the Sister Elizabeth Kenny Foundation for infantile paralysis, in return for stickers from the tops of Flame Room Coffee containers.

The public was told about the offer by means of radio, through a half-hour talent program featuring the Northwest's top personality, Cedric Adams. The station used was WCCO, the CBS outlet in the Twin Cities. The program reached a high of 24.3 Hooper rating, exposing McGarvey's consumer messages to nearly a million people per broadcast.

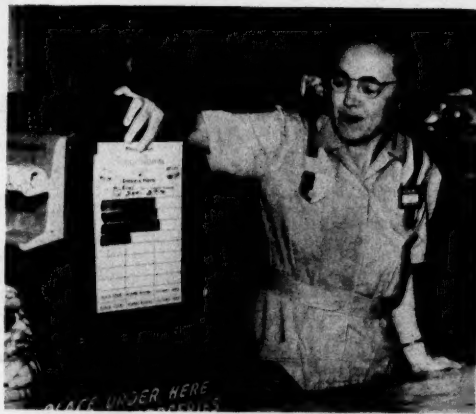
From that experience emerged a lesson which stayed with McGarvey Coffee: *the best way to reach the greatest number of people was to work through organizations.*

When the Sister Kenny promotion was finished, the McGarvey Coffee ball continued to roll in the direction of working-through-organizations. The next step was a decision that if groups were willing to work for others, as in the Sister Kenny set-up, they would surely be interested in working for themselves.

On May 1st, 1950, the current premium offer was launched, with the publication of a booklet explaining the offer, describing the premiums and outlining how to conduct a well-organized campaign.

The method is carefully thought out: to harness not only the maximum support of the members in participating organizations, but also the backing of grocers.

Collection of keys, lids or metals strips was considered



A McGarvey premium sticker card at the checkout counter of a grocery store. The strips are from Flame Room Coffee cans.

cumbersome. Instead, McGarvey Coffee designed a scotch tape sticker strip which is applied to the top of each Flame Room Coffee container.

Each strip counts toward the number stated in the booklet as required for the organization to get the premium. The valuation of each sticker, incidentally, was predetermined by McGarvey Coffee in setting up the totals needed.

To simplify collection of the strips, McGarvey Coffee distributes to participating organizations printed sticker cards. The organization's committee workers, in turn, post the sticker cards right in the coffee departments of grocery stores, or at the checkout counters.

The sticker cards have space for the name of the organization, and the premium it is aiming at, to be penciled in. Buyers of Flame Room Coffee can pull off the strips and paste them on the sticker cards in the grocery store where they buy the coffee.

The stickers themselves promote Flame Room Coffee and Cedric Adams, who has been identified with McGarvey's radio programs. Each sticker reads, simply, "Cedric Adams suggests Flame Room Coffee," with a line sketch of a smiling Mr. Adams.

Several "plus" factors emerge from this premium pattern. The sticker cards are good point-of-sales pieces. Grocers' customers who post and collect the cards are like so many additions to the McGarvey Coffee sales staff—and uniquely effective ones, at that. The grocers, moreover, cooperate further with the local organizations by running two-column by two-inch tie-in newspaper ads announcing the premium plan and Flame Room Coffee to consumers.



Before the end of 1950, more than six thousand of the premium booklets were mailed to schools, churches and service organizations in Minnesota, North Dakota, South Dakota and Wisconsin.

Each booklet contains an addressed, postage-free reply card on which a representative of the organization can indicate 1) whether they want the assistance of McGarvey Coffee's promotion department in organizing a campaign to earn one of the premiums; 2) whether they are organizing a campaign and will notify the company later if they want assistance; or 3) whether they merely want more information about a possible campaign.

The response, McGarvey Coffee indicates, has been highly satisfactory. But it was found that the most powerful factor in the promotion has been the policy of having a man in the field call on each organization which returns a reply card.

Details of the promotion were handled by Jack Nadeau, public relations director of Flame Room Coffee. He was responsible for compiling the data on each item, lining up the premiums, steering the material between artists and printers and supervising the lists and the mailings. With the mechanics out of the way, it became his job to maintain contact with organizations, post salesmen and generally keep the promotion rolling.

The head of the company, Robert M. McGarvey, is a tall, genial coffee man who is a past president of the Northwest Coffee Association.

Working with him now is Robert M. McGarvey, Jr., 22, who has taken his place in the firm as advertising manager. Last year young McGarvey was elected a vice president of the company and a member of the board of directors.

Before joining the firm full time, he was with the company part-time during three years at the University of Minnesota and even before that, during his high school days.

The job the premium promotion has done for Flame Room Coffee is very encouraging, the company admits. Sales have increased at a satisfactory rate and salesmen use the promotion to great advantage. It gives them another talking point when they contact new accounts. It also furnishes the company with an added tool when breaking in new territory.

Best of all, the promotion gives Flame Room Coffee an tremendous amount of word-of-mouth advertising—the type of advertising which McGarvey Coffee, or any other firm, for that matter, considers most desirable.



This television set in the Gillette Hospital was awarded by McGarvey Coffee for proof-of-purchase stickers collected for the group.

AUGUST, 1951

## Predicts increase of 3,000,000 bags in world's exportable coffee production in 1951-52

The world's exportable coffee production in 1951-52 will approach 33,000,000 bags—3,000,000 more than in 1950-51.

This estimate was made last month by the U.S. Department of Agriculture. USDA said it was too early to forecast exportable production for 1951-52 for most of the coffee-producing countries, but tentative forecasts were available for some of the larger ones. On the basis of available information, USDA came up with the 33,000,000 figure.

Harvesting of the 1951-52 coffee crop began in May, 1951, in Brazil, Colombia, and a few other countries. For the other countries, the harvest of the 1951-52 crop will not begin until about October, 1951.

Assuming favorable weather, Brazil's crop now being harvested should provide about 18,000,000 bags for shipment to ports. Subtracting 1,000,000 bags for port consumption and coastwise shipments, about 17,000,000 bags will probably be available from the 1951-52 crop for export to foreign markets.

### Colombia's midyear crop

Colombia's midyear crop is estimated at 2,300,000 bags for export. If the year-end crop is normal, it should provide about 3,200,000 bags for export. Therefore, Colombia's 1951-52 exportable coffee production may be forecast at 5,500,000 bags, and this amount, added to the 17,000,000 bags forecast for Brazil, gives a total of 22,500,000 bags for these two countries. This is about 2,400,000 bags more than the exportable output in these countries in 1950-51.

Crops in some countries undoubtedly will be smaller than in 1950-51, but production in North America and Africa should show a net increase.

Exportable coffee production in 1950-51 totaled 20,100,000 bags for Brazil and Colombia and 9,900,000 for other coffee-producing countries. If production in these other countries increases 600,000 bags to a total of 10,500,000 world exportable coffee production in 1951-52 should reach 33,000,000 bags.

World exportable coffee production in the 1950-51 crop year now is estimated at about 30,000,000 bags (132 pounds each), substantially higher than an early season forecast of 28,400,000 bags and slightly above the 1949-50 exportable output of 29,300,000 bags. This compares with exportable production of 30,600,000 bags in 1948-49 and a prewar (1935-36 to 1939-40) annual average of 35,000,000 bags.

In addition to the coffee available for export to foreign markets, it is estimated that about 8,400,000 bags of coffee were produced for domestic consumption. This gives a total production of 38,400,000 bags of coffee in 1950-51.

Although there was a slight decrease in coffee consumption in some coffee-producing countries because of higher coffee prices, it has been reported that consumption in certain other producing countries increased.

While some improvement in coffee supply is in prospect, all indications point to a continued upward trend in world coffee imports, and there is no present indication of a surplus of coffee in the immediate future, USDA declared.

Potential demand is much greater than present productive capacity. The recovery of the European coffee market, (Continued on page 40)



## Two years of sales outstripping production prove Steepolator coffee bags, like tea bags, here to stay

Just a little over a year ago, Steepolator individual-cup Coffee Bag packaging in vacuum sealed jars for private label use was announced to coffee roasters throughout the United States. For about a year prior to that announcement, Steepolator Bags under various brand names had been marketed in New England.

During the two years these one-cup coffee bags have been on the market, their sales increased so fast that continually expanding production at the Steepolator factory was unable to supply even the repeat order demand. As a result, Modern Coffees, Inc., distributors of Steepolator Bags, had to limit each of its customers to a maximum repeat order of one carload at a time of vacuum packed coffee bags, and for the first six months of 1951, had to refuse to accept any new customers.

### Consumer Features of Steepolator Coffee Bags

These one-cup bags, containing only 100% pure ground



*Coffee Bags eliminate wasteful measuring,  
messy grounds and multiple-piece pot washing*

coffee and used like tea bags, have emancipated the housewife from wasteful, time-consuming coffee measuring, disposal of loose, messy coffee grounds, multiple-piece pot washing, and the too frequent waste of the unused extra cup or two in the pot.

Steepolator Coffee Bags offer the only way in which 154 grains of coffee (i.e., approximately 1/3rd of an ounce, or 45 cups to the pound) can be packed into such a small bag. This much coffee in the bag insures a rich, full bodied cup of coffee with *real pot brewed flavor and aroma*. (Note: Larger or smaller amounts of coffee can be packed in the

bags on Steepolator's patented machinery, but over 50 cups per pound—i.e., 50 bags—is not recommended for most coffee blends for reasons obvious to the coffee industry.)

Because of the lack of waste in coffee brewed the quick, convenient Steepolator way, the cost to the consumer per cup is generally no greater—and frequently less—than the cost of coffee brewed in conventional coffee pots.

### Expansion Permits New Customers

The installation of additional packaging machinery at the Steepolator factory in July, and the ability now to manufacture this machinery at a faster rate, enables Modern Coffees at this time to start private label packing for a limited number of new customers.

### Now Your Coffee Profit's In The Steepolator Bag

Your coffee packed in Steepolator Bags will give you a much higher profit per pound than when marketed in conventional pound tins, bags, etc. 7.04 ounces of coffee makes twenty 154-grain Steepolator Bags, the standard Steepolator jar pack.

Remember, the American public — trained on tea bags — now wants the same convenient method

for brewing coffee with real pot brewed flavor and aroma. This has been proven for over two years by the demand for the brands packed in Steepolator Bags now on the market.

Remember the history of tea bags and write today for information on how your brand, too, can be packed the Steepolator way, because Steepolator Coffee Bags are here to stay.

## Modern Coffees, Inc.

123 Newbury Street, Boston, Massachusetts

COFFEE & TEA INDUSTRIES and The Flavor Field



At NRTCMA's 36th convention, top officials (left) pause for camera. Secretary-manager Oliver J. Corbett (dark coat) and William A. Gerbosi, new first vice-president, flank outgoing president E. E. Ornstein and incoming proxy John S. Creamer. Center, Mr. Gerbosi and Gerald Frankel, vice president of the Holeproof Hosiery Co.,

serve beverages to Miss Iced Tea and Miss Iced Coffee, who introduced new Holeproof shades at the convention. Mr. Corbett watches happily. Right: Both exhibit halls were busy as 125 associate members displayed wares.

## Wagon route meet urges wider sales

By CAROLE D. LINDGREN

Over 550 members and associate members attended the 36th annual convention of the National Retail Tea and Coffee Merchants' Association at the Edgewater Beach Hotel in Chicago.

Both the East and West Lounges of the hotel were utilized to exhibit the displays of 125 associate member firms. Several more had to be refused for lack of space, according to Oliver J. Corbett, secretary-manager.

The opening day, Sunday, was devoted to registration and to a reception in the afternoon for members, associate members and guests. On Monday morning a note of glamour was introduced when "Miss Iced Tea" and "Miss Iced Coffee" modeled two new hosiery shades, named for the popular beverages and just introduced to Chicago stores by the Holeproof Hosiery Co.

Following an entertaining presentation by Dr. Harlan Tarbell, professional magician, welcoming speeches were heard from Rowland Jones, Jr., president of the American Retail Federation, Edward E. Ornstein, NRTCMA president, and Paul Quigg, Richmond Baking Company, Richmond, Indiana, speaking on behalf of the associate members.

Officers elected to serve for the coming year were: John S. Creamer, president, William A. Gerbosi, first vice president, John K. Davenport, second vice president. Oliver J. Corbett was reelected as secretary-manager. New directors are E. E. Ornstein, Cook Coffee Co., R. H. Benson, Sr., Mother's Coffee House, W. H. Bigelow, Hoops' Tea Co., and L. H. Reese, Reese Grocery Co.

Necessity for greater distribution held the attention of attending home service merchants during the convention.

"Distribution is the most important part of our economy," Mr. Quigg told the opening session. "Distribution in the past has depended too much on trick formulae. Only good, sincere, hard work has given us this country's tremendous production, and only sincere hard work will give us the distribution we must have. Salesmanship is of prime importance now, for we must build our distribution in order

to utilize these great production facilities. We have seen in the past that production is too great for normal peace time absorption unless distribution is speeded up. Someday we will again face a world at peace and we must work now to be prepared for that time."

Moderators of the three groups into which the membership was divided for discussion each reported to the assembly on the closing day a summary of the opinions exchanged. Everyone agreed that these sessions were most valuable and informative, and expressed the hope that next year there would be time for longer discussion periods.

L. H. Reese reported on the deliberations of the group headed by W. A. Gerbosi, vice president of Jewel Tea Co., Inc. The consensus of opinion among these members was that a system should be devised to make the groups under each assistant manager larger, to cut down overhead, and to put more emphasis on developing executive material among the men.

This group also felt that greater effort should be given to obtaining new customers, and that this should be the primary object of the advance salesman, rather than the maintenance of routes. Ways and means of attracting the attention of the "man of the house" were also discussed.

"Too many husbands think of the routeman as a coffee salesman only," commented Mr. Reese. "We should try to sell more items for men, socks and such things. More of our literature should be devised with the object of arousing his interest."

"The purpose of these meetings is not to come to definite conclusions, nor to find tailor-made solutions to our problems, but to exchange ideas," stated John S. Creamer in summarizing the opinions of the second group. "In discussing the maintenance of routes, it was brought out that time is the routeman's chief commodity, and how to make the most of it is of vital importance to him. A recent survey showed that the actual selling time spent with each customer

(Continued on page 27)

**C. A. MACKEY & CO.**  
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**111 WALL ST. NEW YORK**



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**COFFEE**

***is preferred -- because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

**DEPARTMENT OF AGRICULTURE**

**PORT AU PRINCE, HAITI**



# Paraná in the coffee world

Paraná is now in second place as an exporter of Brazilian coffee and in third place as a producing State, according to a report by the British Chamber of Commerce of São Paulo and Southern Brazil. Emphasis falls on export because the predominant local beverage is herva matê, and practically all the coffee is of sufficient quality to earn dollars.

It may seem at first a little strange that not much hard information gets published about what is going on in São Paulo's southern neighbor. The reason is, of course, that development there is so rapid that statistics and reports must always lag far behind the true situation.



Dr. J. Testa

Towns spring up in the northern territories of Paraná almost overnight. Maringá, for example, dates from 1947, but now has a population of over ten thousand inhabitants, an airfield, many schools, four hospitals, a municipal revenue estimated in 1950 at 2.5 million cruzeiros, and a revenue collected for the state estimated for that year at 8 million cruzeiros. One cannot tell how far such development will go, but that the town-planners of Maringá think they will go a long way is shown by the fact that they have reserved two public parks from the primitive forests, each with 130 acres. And this district is said to have ten million coffee trees in production.

Such circumstances naturally create wild statements, because not many are able, and few have time, to make reliable ones. Either they are factual and out of date; or they are speculative and distort the future. It is therefore useful to read the considered opinion of such an authority as Dr. J. Testa, director of statistics and publicity in the São Paulo Coffee Superintendence.

Recently he reported that unofficial information was going the rounds to the effect that Paraná possessed 500 million coffee trees, of which half were in production. Dr. Testa doubted this, and did so on the basis of 1949 figures.

In that year, the DNC estimated the exportable Paraná crop at 1,663,000 bags. However, other estimates by the Paraná Coffee Superintendence and the Ministry of Agriculture arrived at figures a good deal higher than this, so that Dr. Testa took these as his basis in order to arrive at the highest possible estimate. Yet, even so, and accepting the exports at 2,450,000 bags with internal consumption at 550,000 (this last obviously very high), a total crop figure of 3 million bags was found.

And 3 million bags, at 300 arrobas per 1,000 trees (which is the present accepted average of production in northern Paraná), results in no more than 120 million trees producing.

The expert whose judgment we have just reproduced does, nevertheless, foresee a time when the State of Paraná will equal São Paulo. At the same time, he also issues a warning that if planting methods continue as they

are at present—and there is no indication that they will change—then within a period of a few decades this rich and fertile land will become as worn out as some of the sad districts of the Paraíba Valley, the south of Minas Gerais, and many parts of the Paulista hinterland.

Apparently, planters in northern Paraná do not spare a single tree of the virgin forest that they lay flat—although, according to Dr. Testa, to preserve woods at judicious intervals would provide partial protection against frost, which is the greatest danger that the Paraná planter has to face.

The accompanying figures, based on DNC estimates of Brazil's total exportable coffee crops during recent years, show the percentages provided by the four principal producing states. The states included under "Others" are made up of Bahia, Pernambuco, Goiás; with the addition of Matto Grosso in 1948 and 1950, and Santa Catarina in 1950.

**Brazil's Exportable Coffee, by States  
in Percentages**

	1947	1948	1949	1950
São Paulo .....	50	61	51	46
PARANÁ .....	12	11	12	20
Minas Gerais .....	21	16	19	19
Espírito Santo .....	11	7	13	11
Others .....	6	5	5	5

However, although the table can show how the Paraná contribution has assisted in keeping up bulk figure for exports, it does not tell to what extent its own actual volume of production increased in the midst of the general decline in volume registered in the first line of the table. To see this a second set has to be made, based on a general index of 100 for every state in 1947. The actual production figures, in millions of bags, are given for the first and the last years of the series.

**Brazil's Exportable Coffee, by States  
in Millions of Bags and by Index**

	1947 Bags	1947 Index	1948 Index	1949 Index	1950 Index	1950 Bags
São Paulo .....	8.3	100	116	89	79	6.6
PARANÁ .....	2.0	100	90	83	140	2.8
Minas Gerais .....	3.5	100	70	79	78	2.7
Espírito Santo .....	1.9	100	56	95	79	1.5
Others .....	1.0	100	86	86	64	0.6
Bags, millions .....	16.7					14.2

From this, it will be seen that production in the State of Paraná, from being less than a quarter of that in São Paulo in 1947, was getting on for upwards of a half of the Paulista crop three years later. As is well known, there has recently been a resurgence of coffee planting in the State of São Paulo; but there is no reason to suppose that the prediction made by Dr. Testa, that Paraná will eventually be on an equal coffee footing with the traditional coffee state of the union, will not come true.

So far, with the exception of the warning mentioned,

(Continued on page 40)



*For Quality Brazilian Coffees —*

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Rolandia — Est. do Paraná, Brazil

Cable Address: "PRUFER"

Director-President: Dr. Oswaldo Prudente Correa

Director-Manager: Dorival Guimaraes Silveira

Director-Superintendent: Ulysses Ferreira Guimaraes

Attorney: Lamartine Ferreira de Albuquerque

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**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

# Marketing

advertising . . . merchandising . . . promotion

## Coffee roasters invited to tie brands to "Real American Breakfast" drive

Coffee roasters are being invited to tie their brands to a huge four-way promotion this fall of the "Real American Breakfast."

Participants in the tie-in drive, set to hit American families in October, are Log Cabin Syrup, Aunt Jemima Pancakes, Swift's Premium Bacon and the Pan-American Coffee Bureau.

Although the first three products are for the specific brands mentioned, the coffee end is open to all roasters

Coffee roasters who cooperate in the "Real American Breakfast" drive can get, at cost, posters like these, but in large sizes and full color and with brand names imprinted. Space beside products is for prices to be printed 72 hours before material is posted by grocers. Overall coffee tie-in is being handled by Pan-American Coffee Bureau.



who want to give their brands the benefit of the promotion.

PACB is communicating directly with all roasters, suggesting they tie-in and inviting them to put the weight of their own salesmen behind the drive.

Any roaster who cooperates will be supplied at cost with large posters and shelf strips with his brand name imprinted, as well as other material.

The promotion includes a retailer contest, heavy consumer advertising and powerful point-of-sale merchandising.

Retailers will be able to combine building of store profits with making themselves eligible for 102 desirable prizes, topped by a seven-day all-expenses-paid trip to the luxurious Caribe Hilton Hotel in San Juan, Puerto Rico.

Second prize will be an 81-piece Royal Danish pattern International Sterling Silver service retailing for \$503. The next 100 prize winners will each receive a Bulova Academy Award wrist watch retailing at \$95.

The contest will be open to all owners, executives, managers, assistant managers, department heads or other employees of independent or chain grocery stores.

To enter the contest, a grocer simply writes a letter telling in his own words how he has promoted the "Real American Breakfast" idea in his store or community. He is invited to include with the letter any snapshots, home-made illustra-

tions, newspaper clippings or other evidence of the facts in his statement.

Contest rules, entry blanks and all details of the contest will be made available to cooperating coffee roasters for distribution to retailers. The material will also be distributed by salesmen for Aunt Jemima, Log Cabin and Swift.

All four participants will promote the "Real American Breakfast" in full-page four-color advertisements in the Saturday Evening Post and in Better Homes and Gardens. The positions of these advertisements will be four consecutive right-hand pages, something new in advertising techniques.

Identical advertisements will appear on facing pages in American Weekly, Look, Woman's Day, Family Circle, Better Living, Ladies' Home Journal, This Week, and Parade. Advertisements will appear also in Everywoman, Coronet and Western Family.

Two great television shows, the Garry Moore Show and the Show of Shows, will boost the "Real American Breakfast" theme.

On radio, the "Real American Breakfast" will be touted over Don McNeil's Breakfast Club, Log Cabin's five-minute newscast via the entire CBS network at 9:25 p.m. E.S.T. every Saturday night, and the Yankee Network's "Yankee Hometown Food Show."

An army of salesmen will tell grocers about the contest and the "Real American Breakfast" promotion at the point of sale. About 4,200 salesmen will back the promotion for Log Cabin, Aunt Jemima and Swift's, apart from the additional salesmen carrying the story for coffee roasters.

Each salesman will be equipped with a complete kit containing promotional material to meet the needs of any grocer. Included in the kit will be a brochure on the contest.

Posters will be available in two sizes, with space for imprinting of the roaster's coffee brand. Price imprinting will be provided as well, set up on a wire basis which will allow the grocer to indicate prices as late as 72 hours before the posters are to be displayed.

Tuck-in cards will be provided for the coffee, for Log Cabin Syrup and for Aunt Jemima pancakes. Swift's Bacon back bar strips will be provided for meat departments. The coffee strips will be provided at cost, the other strips without charge.

### Old Judge moves into Memphis market

An intensive advertising campaign that will include large, two-color newspaper ads, TV spots, and radio programs and spots will be used by the Old Judge Coffee Co. as it moves into the Memphis market.

This will be the 12th new market that the Old Judge has entered in the past two years.

Every family in Memphis and nearby rural areas will receive a 25 cent coupon which will be redeemable toward a can of the coffee, according to Joe G. Wick, president and general manager of the firm.

### Ehlers names Erwin, Wasey

Albert Ehlers, Inc., New York City, has named Erwin, Wasey & Co., Inc., also of New York City, as its advertising agency.

### Scull appoints Lamb & Keen

The Wm. S. Scull Co., Camden, N. J., has appointed Lamb & Keen, Inc., Philadelphia, to handle its advertising.

## Crops and countries

coffee news from producing areas

### DEC starts policy of coffee support buying in Brazil

The government of Brazil is buying coffee to bolster the markets.

The start of this policy was announced early last month by Americo Bastista Das Neves, director of the Divisao de Economia Cafeira.

He said the purchases would be made at levels between the internal market price and the price fixed by the government for export, based on American ceilings.

"This is not artificial valorization or competition to exporters, but simply in defense of the product," the director of DEC emphasized.

**European Coffee Sales Exchange:** The exchange department of the Bank of Brazil will buy without limits all bills of exchange in European currencies resulting from coffee sales to European countries, as well as Africa and Oceania, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Currencies covered by this policy include Swedish crowns, Danish crowns, pound sterling, Swiss francs, Belgian francs and French francs.

Italy, Trieste, Germany, Czechoslovakia and Poland are also allowed free trade on coffee sales in dollars, and Holland on sales in cruzeiros.

#### Colombia's coffee exports increase

Production of coffee in Colombia in 1951 is unofficially estimated at 5,000,000 bags of 60 kilos each. As domestic consumption is estimated at about 500,000 bags, there should be about 4,500,000 bags available for export.

Great interest has been shown by the Colombian coffee trade in the possible opening up of European markets for Colombian coffee.

Earlier this year, a trade and payments agreement was signed with Finland, providing for trade each way up to a value of \$4,000,000. Under the agreement, which may be extended annually by an exchange of notes, Colombia will export coffee, exclusively through the Coffee Federation, in exchange for imports of Finnish general merchandise.

Efforts are also being made to implement the 1950 agreement with Western Germany to the extent of shipping the remainder of \$5,500,000 worth of coffee of the original \$18,000,000 worth agreed upon.

#### Guatemala boosts export tax on coffee

Guatemala's congress has increased the export tax on coffee approximately two dollars, bringing the total export tax on Guatemalan coffee to eight dollars per 100 pounds, it is reported by Marshall F. Bannell, Guatemala City correspondent of Coffee & Tea Industries.

The increase is in line with efforts on the part of the



## GREEN COFFEES

CUP SELECTIONS  
SPOT AND SHIPMENT



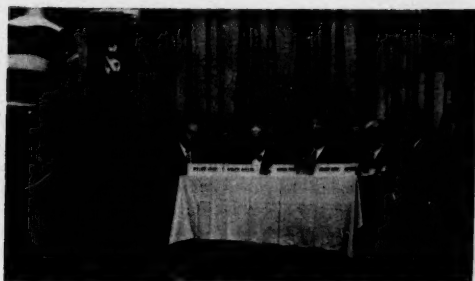
Quotations? — Of Course!

Samples? — Gladly!

Cooperation? — Always!

**R. C. WILHELM & CO.**  
INCORPORATED

109 FRONT STREET, NEW YORK 5



General Electric's WRGB television cameras aim at Pan-American Coffee Bureau representatives during Pan-American Friendship Day in Schenectady, N. Y. Problems of coffee producing were aired during telecast. From left: William Golub, of Schenectady, member of PACB's Technical Advertising Council; Roberto Aguilar, of El Salvador; Manuel Proto, of Mexico; Andres Uribe of Colombia; and Dr. Walder Lima Sarmanho, president of the Bureau.

new administration to increase public revenues in order to balance the 59,000,000 dollar budget for the 1951-52 fiscal year, the largest budget in the history of Guatemala.

On the basis of a crop yield of approximately 900,000 bags of 100 pounds each for the 1951-52 year, as estimated by coffee growers and exporters, the government will receive about 7,200,000 dollars in taxes during the coming year from coffee. Official figures issued by the government's bureau of statistics state that 2,700,000 were collected in 1950.

It is pointed out, however, that the public tax-income from coffee during that period does not reflect the previous export tax of six dollars per 100 pounds inasmuch as it was not imposed until late in the 1950-51 fiscal year.

#### Haiti's coffee output is lower

Haiti's 1950-51 coffee harvest now is estimated at 600,000 bags, about ten per cent less than the 1949-50 output of 665,000 bags, according to Dr. G. A. Hubert, agricultural attache with the American embassy, Port-au-Prince.

Domestic consumption of coffee in Haiti is estimated at 220,000 bags. Therefore, exportable production amounted to about 380,000 bags in 1950-51, compared with 445,000 bags in 1949-50.

The Haitian National Coffee Office reported that France might re-open the port of Le Havre to coffee shipments from Haiti. This report caused a stir of anticipation among Haitian dealers, who thought it might indicate a change in France's postwar policy of importing coffee largely from its own territories, to the exclusion of Haiti, which has traditionally shipped a large proportion of its exportable coffee production to France.

The re-opening of Le Havre to Haitian coffee would not necessarily result in an increase in Haiti's coffee exports to Europe, because much of it would likely be re-exported from France to other European countries. In such a case, Le Havre would simply compete with Antwerp as the principal European market for Haitian coffee.

The high prices of coffee during the past year have stimulated the planting of coffee trees by peasant farmers in Haiti during the last few months. The extent of these plantings is not known as they are scattered on thousands of tiny peasant farms, each of which has a few coffee trees.

AUGUST, 1951

## HIGH GRADE SOLUBLE COFFEE POWDERS FOR THE TRADE

- PRIVATE LABEL
- INDIVIDUAL BLENDS

CUSTOMER'S COFFEES OR OUR OWN  
PARTICULARS ON REQUEST.

## THE HARRISON CO.

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

## GOOD DEAL!

A single ounce of  
Muller's excellent chicory  
blended with fifteen  
ounces of good coffee will  
cut the pound cost by as  
much as 3¢, add strength,  
deepen color and enhance  
flavor. Make a "blind"  
test and see if we're not  
right.

### E. B. MULLER & CO.

53 Wooster St.  
New York

613-615 South Peters St.  
New Orleans, La.

Factories in Michigan



## *Siftings from Washington*

### **Q and A on CMP**

If you have stored up any questions about the Controlled Materials Plan, chances are they're answered in a new booklet issued by the Office of Public Information, National Production Authority.

The booklet is called "Questions and Answers on the Controlled Materials Plan."

The material covers such aspects as inventory and inventory adjustment, authorized production schedules and allotments, allotment numbers and DO ratings, forms and applications, repair and replacement parts, warehouses and distributors, maintenance, repair and operating supplies.

### **Your OPS boss**

If you're a packer of coffee, tea, spices or flavorings, you are probably under the jurisdiction of O. W. Woods, chief of the Grocery Products Branch, Food and Restaurant Division, Office of Price Stabilization.

### **OPS extends CPR 31 filing date indefinitely**

The Office of Price Stabilization indefinitely extended the compulsory effective date of its import order for those sellers who had not filed their margins on or before June 30th.

The postponement was granted as a result of recent congressional action in extending the Defense Production Act until July 31st and prohibiting price roll backs under the temporary measure.

Sellers of imported goods who did not file their margins

on or before June 30th may elect to price under the GCPR or under CPR 31. If they elect to price under CPR 31 they must first file reports of their pre-Korean margins with OPS. This option was provided in Amendment 5 to CPR 31.

### **Merchants Coffee, New Orleans, marks 50th year as roasters**

The Merchants Coffee Company of New Orleans, Ltd., which operates one of the largest coffee-roasting plants in the South, recently marked the 50th anniversary of its founding.

The company was formed in 1901 for the purpose of supplying hotels, restaurants, grocers and the public with a brand of packaged coffee that would be uniform in quality, blend and roast. Before this idea revolutionized the coffee industry, the housewife bought green coffee and either roasted it herself or depended on the grocer to roast it for her. The results were far from uniform.

Founded by Ben C. Casanas and the late Charles H. Hamilton, along with a group of independent grocers, the company started off with a capital of only \$10,000. Their first month's sales totaled \$2,139.

Today, Merchants Coffee is housed in a modern plant with a capacity for handling more than 1,000 bags of green coffee daily.

### **Gardella to distribute for Lafer Brothers**

The George A. Gardella Co. has been named distributors in Michigan and northern Ohio for Lafer Brothers, Detroit.

Lafer Brothers, a family firm since 1883, is said to be the largest coffee roaster in Michigan.

The company also packs tea, as well as salad dressing and syrup.

# LEONIDAS LARA & SONS, INC.

99 Wall Street

New York 5, N. Y.



## FINE COLOMBIAN COFFEES

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DIgby 4-8777

TELETYPE  
NY 1-3368

Cable: NYLORENA



## Says Infra Roast machines upped coffee sales in Colonial Stores tests

Tests of the Infra Roast, Inc., electrical roasting machines in six outlets of Colonial Stores, Inc., Atlanta, Georgia, resulted in "outstanding increases" in sales of the food firm's Gold and Silver Coffee brands.

This response was reported by Richard A. Buck, president of Infra Roast, Inc., who disclosed his company had been testing the machines in the Colonial Stores outlets since January.

Infra Roast has been taken over by New Enterprises, a group of Boston businessmen who also backed the development of Minute Maid orange concentrate and the new Holiday soluble coffee, it was reported.

Infra Roast, which has headquarters in Cambridge, Mass., was said to be negotiating with manufacturers for quantity production of the machines and is making commitments for future delivery, although with a waiting period, it was indicated.

The Infra Roast units are said to roast coffee in six minutes and cool, weigh and deliver the product in one-pound bags.

The machines were also tested for the past two years in stores of the Providence Public Markets Co. in Rhode Island, tripling coffee sales, it was reported.

### Vending machine show to have "complete package" on coffee

For the first time, operators of coffee vending machines will be offered a "complete package" of coffee products at the annual convention and exhibit this fall of the National Automatic Merchandising Association.

The Bert Mills Corp., Lombard, Ill., will exhibit a coffee dispensing machine, the Maxwell House Division of General Foods will exhibit their coffee concentrate, the Dean Milk Co., will show their coffee cream product, and three cup manufacturers—the Lily-Tulip Cup Corp., New York City, the Dixie Cup Co., Easton, Pa., and the Maryland Cup Co., Baltimore, Md., will also be among the exhibitors.

### Certified Grocers opens new roasting plant, introduces own coffee brands

Certified Grocers of California, Inc., has introduced two blends of its own coffee, Perfect Host and Guest, following the opening of its roasting plant in Los Angeles.

The new coffee plant has an operating capacity of 3,000 pounds an hour, according to Certified Grocers.

Both blends are whole bean coffees, a type that members are advised to handle exclusively, if possible. Ground coffees in paper bags lose quality too rapidly to gain repeat business, Certified says.

Certified has also introduced an economy blend of coffee, under the NROG Viking label, available in both bean and ground forms.

### C. D. Kenny Division changes plant name

The manufacturing plant of the C. D. Kenny Division in Baltimore, Md., is now operating under the name of Consolidated Food Processors, Inc.

AUGUST, 1951

## F. B. RATTO & CIA., LTDA.

(Formerly Rosato, Ratto & Cia., Ltda.)

S A N T O S

Shippers of  
Quality Coffees

Represented by:

**ARNOLD, DORR & CO., INC.**

105 FRONT STREET  
NEW YORK 5, N. Y.



©1951  
S. A. Schonbrunn, Inc.,  
New York, N. Y.

**THERE'S A  
DIFFERENCE  
IN TEA—**

**AND  
TENDER LEAF  
BRAND  
PROVES IT!**

**ALL THE  
FLAVOR  
YOUR CUP  
CAN HOLD!**




**PRODUCTS OF STANDARD BRANDS INCORPORATED**

**Vaculator**  
Pyrex

**Reduces  
Breakage  
UP TO 50%!**

Just like getting one month's supply of bowls FREE every 2 months. You save 50% on glass breakage because only Vaculator gives you:

- SEMI-WIDE NECK to reduce chipping when filling or pouring
- TEAR-DROP SHAPE to ease shocks
- RUBBER-CUSHIONED HANDLE to soften bumps
- UNIFORM GLASS no thick or thin spots
- HAND-TITE HANDLE easily changed in seconds
- PYREX brand GLASS tops for resisting heat




Thousands of restaurants and fountains favor Vaculator because they save on glass breakage . . . and they save on Vaculator's lower prices. Prove it to yourself.



311 N. DESPLAINES STREET  
CHICAGO 6, U.S.A.

## Good cup of coffee brought combat men together, from generals to privates

Probably nothing has brought more combat men together than a good cup of coffee, according to a report from the 1st Cavalry Division of the U.S. Army in Korea.

A common social equalizer on the war front, a cup of "joe" or "java" at a field mess has brought together complete strangers from generals to privates.

Last winter, for instance, many new friendships developed as battle veterans intermingled during roadside halts over a cup of C ration coffee on a Coleman burner.

If figures are proof of good will, the 1st Cavalry Division should have the reputation of utmost hospitality. From the divisions arrival in Korea on July 18th, 1950, until April 30th, 1951, a total of 496,000 pounds went to Cavalry units.

From the Quartermaster viewpoint, each division mess receives an issue of four pounds of coffee for every 100 men rationed. An average of 40 meals out of every 45 are served with coffee as the main beverage. Alternates are cocoa and tea.

Of the other United Nations' troops attached to the division, food supervisor CWO William G. Kummer, of North Platte, Neb., said the Thailand battalion drinks more coffee than the Cavalry's other fourth battalion, the Greek Expeditionary Force.

"So far," he asserted, "We haven't run into any group which drinks more or as much coffee as the American soldier. The Greeks usually serve coffee for the breakfast meal, but prefer tea or cocoa for lunch and dinner. Although the Thailanders in Korea follow the American recipe for making coffee, this is not consistent with their national habit. In Thailand, they serve a thick heavy syrup of concentrated coffee in small cups similar to our demitasse."

### Hot coffee is still tops with American GI's everywhere

No matter how he feels about iced coffee, the American G. I. wouldn't trade his hot coffee for any other drink in the world, W. F. Williamson, executive vice president of the National Coffee Association, pointed out last month. With no close second, coffee stands alone as the favorite beverage of American soldiers stationed in Korea, Europe, Africa the United States or anywhere in the world, he added.

In view of this fact, recent reports that iced coffee was near the bottom of the list among preferred drinks in Army messes brought this explanation from Mr. Williamson:

Iced coffee is very difficult to prepare properly in the large quantities the Army requires. To be really good, iced coffee must be made double strength and poured hot over generous amounts of ice, or, if made regular strength, pre-cooled before the ice is added. Either procedure is difficult where hundreds of gallons are being prepared for service at one time.

Mr. Williamson said the Army had made strenuous efforts to perfect its hot coffee service and as a result the coffee now served to G. I.'s is as good, if not better, than any mass feeding operation in the country. On this record, he said, the Army would undoubtedly soon find a way to make iced coffee as popular among soldiers as it is among civilians.

## Out of the Grinder

Twenty per cent of the 2,861,377 bags of coffee shipped abroad through Brazil's newest and booming port of Paranaguá from July, 1950, through June, 1951, were for the account of the American Coffee Corporation, the *Diário de São Paulo* reports.

Other big shippers, it said, were Leon Israel, S. A., with 429,221 bags against American Coffee Corporation's 571,210. Prudente Ferreira, S. A., 260,853, Commissaria Exportadora Londrina, Ltda., 143,054 bags, Anderson Clayton, Ltda., 125,821, and Johnston, S. A. 103,648 bags.

All other shippers together accounted for 1,227,570 bags of coffee shipped from Paranaguá during this period, or about 43 per cent of the total.

*You can now tab it a business matter, if you're caught ogling legs—female, naturally. Explain, with proper nonchalance, that you are merely observing Iced Coffee and Iced Tea. Those are stocking shades introduced this season by Holeproof Hosiery. The company has distributed counter cards with real stocking swatches, showing Iced Coffee pouring out of a tilted coffee pot and Iced Tea peering out of a tea bag on a tall, frosted glass. Might be an idea to borrow some of the cards for grocers' counters.*

"As coffee roasters, you'll maybe be interested in some of the old German superstitions about coffee," suggests *Production Progress*, the delightful little house organ published by the B. F. Gump Co., which, as you undoubtedly know, makes granularizers, weighers, cleaners and other equipment for coffee plants. "These were translated for us from an article in a German trade magazine, by a friendly linguist in our Scale Department.

"According to this authority, everyone is aware that a person's looks will improve if he drinks cold coffee. As a matter of fact, this is something we were *not* aware of, but anything's worth trying. Other superstitions warn that coffee beans falling out of the grinder mean company is on the way—and that the person who presents a housewife with coffee cups does not have her best interests at heart as the wife is then in for a good beating!

"In some sections, it is believed that the girl who adds the cream before the sugar will end her life an old maid. Elsewhere, superstition holds this same habit will cause unfaithfulness in the girl's lover.

"Further, the person who allows his half empty coffee cup to be refilled will get a wicked mother-in-law.

"What puzzles us is: what happens to the girl who adds sugar before cream and then allows her coffee cup to be refilled?"

Still, this is a far throw from England, where the government's Food Standards Committee has been tussling with a tough

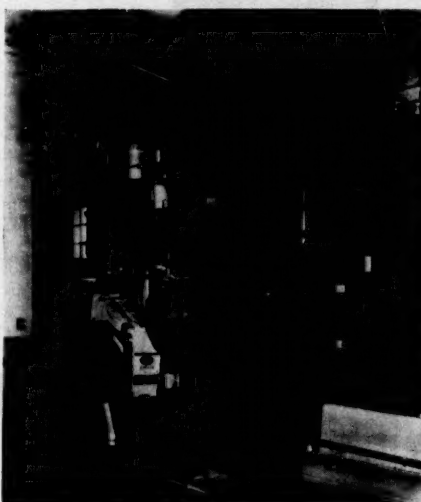
one: How much coffee should there be in coffee "mixtures"?

Before the war there was a wide range of coffee and chicory mixtures on the market to suit the taste and pocket of the consumer, varying from pure coffee with a small quantity of chicory to mixtures consisting mainly of chicory, the committee recalled. The two most popular mixtures sold by one national distributor contained 40 per cent and 35 per cent of coffee respectively.

In the early part of the war a minimum coffee content of 66 2/3 per cent was prescribed because of the shortage of chicory, but with chicory in easier supply this was subsequently reduced to the 51 per cent coffee content still in operation.

Both the coffee trade and the retail trade (the views of the wholesale trade are divided on this issue) were of the opinion that consumer habits have changed since before the war and that there appeared to be an increasing demand for a beverage containing a higher proportion of coffee. Thus, the principal lines of four representative manufacturers contained 75 per cent, 67 per cent, 55 per cent and 52 per cent coffee respectively with a weighted average of 64 per cent coffee.

*To this corner, by elimination, falls the duty of informing you that General Foods is now market-testing Instant Postum with a coffee flavor.*



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BAG FEEDER**

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## Off-hour profiles

A column about coffee and tea men away from their desks.

### Kattan's camera-eye

David Kattan, of New Orleans, believes in starting at an early age, whether it's business or a hobby. At least, his activities show such a tendency.

Born in Honduras, David was sent to grammar school in New Orleans by his father, Antonio Kattan. Here David spent many after-school hours selling his father's coffee to New Orleans purchasers. This practice continued through his years at the Loyola University of the South, where he received training in law, leading to his present license to practice.

David opened his own coffee business in 1941 at the Canal Bank Building, later expanding to his present location in the Board of Trade Annex. He found legal training invaluable in handling the increasing amount of import-export business coming through his offices.

Through those grammar school and college years, David's hobby accompanied him. Photography took hold



Coffee man Kattan, snapped by photographer Kattan

on his imagination when he was traveling in Europe, the Middle East and Africa at the age of eight. Impressed with the marvelous sights, David bought an inexpensive camera to record some of the scenes. He admits some of those pictures are as good as present day prints made with expensive equipment and modern advantages. But it was all relaxation and a great source of enjoyment.

Egypt, Syria and the Hashemite Kingdom of Jordan, then known as Trans Jordan, are high spots in his memories of photographic locales, although some of his prints taken in Latin America are difficult to surpass.

When he was about 15, he started developing his own negatives. He now finds that half the success of a photograph depends on darkroom procedure. Later, moving pictures were added to his equipment, and when he lectured to the law students at Loyola on invitation, he stressed his advice concerning export-import conditions with photographs from his own cameras.

Photography as a fascinating hobby has never been able to distract Mr. Kattan from the coffee business. For some years he has used his own photographs on business Christmas cards and on the firm's calendars. Some of these prints have been framed as excellent examples of south-of-the-border scenery. Visual records of coffee conventions and conferences are in Mr. Kattan's files both in color movie film and in still shots.

At present, Mr. Kattan has less and less time for photography. He's a member of the New Orleans Green Coffee Association, the New Orleans Board of Trade, was on the import panel of the 1950 Mississippi Trade Conference held at New Orleans, and is U. S. representative of the National Coffee Committee of Honduras . . . none

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. . . send samples of your coffee—we will match it and quote prices . . .

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of which can be allowed to take any time from his ever-growing import business.

However, when office duties are finished for the day and Mr. Kattan is relaxing at home, he finds himself getting out one of his numerous cameras. For the most interesting subject in his experience is beckoning Darlene, his quite young and pretty daughter. The joy of photographing her with Mrs. Kattan is ample repayment to David Kattan for the money and time he has spent on his hobby.

#### Wagon route meet

(Continued from page 15)

is only eight and a half minutes. The wise use of his flyer, leaving it the last thing after calling attention to special items, can extend this time by keeping his line in the customer's thoughts."

Retiring president Edward E. Ornstein was spokesman for the third group and said that their most interesting discussions centered on securing new customers. It was decided that if necessary the party plan could be used or greater use made of direct mail selling.

"No matter how big obstacles there are in our path, we felt we could overcome them," Mr. Ornstein concluded, "and we will carry on in the same manner, but at a double-quick pace."

John K. Davenport, of the Grand Union Co., New York City, gave a most interesting report of the meeting of the U.S. Chamber of Commerce in Washington. Mr. Davenport suggested that the booklets in the Special Sales Events Series published by the Chamber of Commerce contain much valuable material and would be worthwhile sending for.

Joseph T. King, Washington counsel for the association, assured the routemen that the items they handled were mostly exempt from O.P.S. regulations.

Robert F. Carey, of Castle, Brintlinger & Carey, counsel to NRTCMA, reported on the Green River ordinance, which restricts soliciting.

#### Insurance on salesmen

"If we could prevent the passage of such ordinances, it would be the finest service we could render," stated Mr. Carey. He asked all members to alert their men and to notify the association whenever such an ordinance is proposed, so that publicity could be given to the reasons against such rulings. He also called attention to a change in insurance rates covering tea and coffee salesmen selling by routes in Michigan, and advised that each man consult his insurance salesman as to his rates and liability.

In the secretary-manager's annual report, Mr. Corbett stated that the membership now totals 178, of whom 62 are one-route operators. Only three firms in the United States having over five routes do not belong to the association. As routemen now serve three million families, they are a big factor in national distribution, Mr. Corbett said.

Before turning the gavel over to John S. Creamer, the new president, Mr. Ornstein lauded the work done and assistance given him by Mr. Corbett, and paid tribute to the first father-and-son past presidents in the association, Adolph Frankenberg and his son, Clarence A. Frankenberg.

In addition to the opening reception, the social program enjoyed by the ladies included a luncheon on Tuesday, at which the entertainment was presented by John Conrad, N.B.C. radio star, and a keno party Wednesday afternoon. The banquet Wednesday evening, attended by 460 people, was pronounced the "biggest and best ever," and the dancing and floor show following were enjoyed by everyone.

AUGUST, 1951

## Green Coffee

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## Jewel Tea routes department "opens new doors" at annual convention of managers

The Jewel Tea Co., Inc. "opened new doors" at the recent annual convention of routes department managers.

With "opening new doors" as the theme of the convention, the Jewel branch managers, auditors, Barrington headquarter executives and Jewel's board of directors gathered together at the Edgewater Beach Hotel in Chicago for a five-day session.

The convention program inaugurated a number of "firsts" in Jewel conventions. The entire convention group, approximately 200 people, was transported by bus from Chicago to Barrington for an afternoon in the country and to officially open the conclave at the Barrington headquarters on Saturday evening, first day of the convention.

Sunday was turned over mostly to entertainment. The managers of the routes department played host to the grocery managers and market managers of the food stores department

at the baseball game and the dinner in the Marine Dining Room of the Edgewater Beach Hotel Sunday evening. Following dinner, the entire group of 550 heard a talk by J. W. Fifield, Jr., internationally known spiritual leader. This was the first time in Jewel history that the entire management group was together under one roof.

Monday morning inaugurated another "first." The basic program beginning then and carrying on through Tuesday and most of Wednesday consisted of seven subject clinics carried on concurrently each day. At these clinics, with about 25 people to each group, everyone had an opportunity to raise questions, make suggestions or present problems for consideration of the rest of the group. This feature proved so successful that Jewel plans to pattern future conventions on a similar basis.

Again on Tuesday afternoon, the convention group traveled to Barrington for another outing, climaxed by a lawn supper on the headquarters grounds and highlighted by talks by Jewel's chief executive officer, F. J. Lunding, and the chairman of the board of directors, J. M. Hancock.

Following the close of the last clinic on Wednesday morning, General Sales Manager H. W. Dotts summarized the

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convention and the objectives for the future. With this background, each district then held a conference of approximately one hour to review individual notes and plans for the future.

After an afternoon during which the men were free to do as they wished, the convention came to a successful conclusion with a reception banquet and an inspirational talk by W. A. Gerbosi, vice president and general manager of the routes department.

## Coffee makes the wheels go round

By **JOHN K. DAVENPORT**,  
Vice President in Charge of Route Division  
Grand Union Co.

*(This article, on the key part played by coffee in wagon route operations, is from Grand Union's 1950 report to its stockholders.—Ed.)*

In Grand Union's direct-to-the-home service, the route division, there is no single factor that approaches coffee in its influence on the operation and success of the business. Coffee is the driving force which powers the wheels of over 800 delivery trucks over thousands of miles each week.

The salesmen driving these trucks annually distribute 7,000,000 pounds of famous route division blends to over 400,000 families living in 34 states and the District of Columbia. Seventy-nine years in the coffee business have made Grand Union intimately acquainted with the tastes, preferences and coffee-making habits of the nation, resulting in two of America's top-blended, freshest, most popular coffees—Flaroma and Silver.

These coffees make fast friends, and hold them, for the route division. Thousands of families have traded with Grand Union for years, and hundreds of cases are on record covering 40, 50, and even 60 years of continuous service to the same family. For coffee is the one product almost every customer wants every time the salesman calls. As door openers, these top quality coffee blends give the customer the opportunity to see and to select from the wide variety of groceries and premiums which make up the route division line.

Among the more than 200 standard items carried by the friendly Grand Union "coffeemen" are cake and pie mixes, desserts and crackers, peanut butter and preserves, tea and cocoa, macaroni and spaghetti, soap products and household items, cosmetics and toiletries, paper tissues, and many others, all bearing the Grand Union seal of approval for top quality.

The liberal advertising credits given the customer with her coffee and other groceries enable her at no additional cost to choose from hundreds of attractive, nationally-advertised household premiums—silver and dishes, toasters and other electrical appliances, lamps and rugs, blankets and towels, tables and chairs.

But it is the Grand Union Flaroma and Silver blends of coffee that make up nearly one-third of the route division's annual volume and a substantial part of each salesman's earnings. Long recognized as an important factor in the nation's economy, coffee plays an equally impressive role in Grand Union's "direct-to-the-customer" cooperation.

In the route division, it is indeed true that "Coffee makes the wheels go round!"

AUGUST, 1951

## Gabriel de Paula S/A.

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## On the menu

developments among public feeding outlets

**Sees mid-morning coffee  
in offices a growing  
trend in big cities**

A coming trend in metropolitan centers is the serving of mid-morning coffee to office employees, declares Restaurant Management, national publication of the restaurant industry.

The magazine points out that in the Frank G. Shattuck Co.'s annual report to stockholders for 1950, President Gerald Shattuck said that contracts have been made with several large offices in New York City for Schrafft's to furnish their employees with mid-morning coffee and breakfast breads.

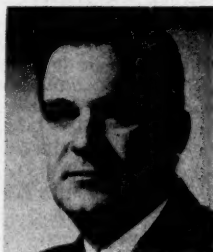
### Brown heads Maxwell House restaurant marketing

Linwood F. Brown has been appointed product manager for the restaurant operations of General Foods' Maxwell House Division. He was formerly a product manager in the company's Post Cereals Division in Battle Creek, Michigan.

Mr. Brown joined General Foods in 1936 as a salesman for the Diamond Crystal Salt Division. He was appointed assistant sales manager in the Post Cereals Division in 1947, associate manager in 1948, and product manager in 1949.

In his new post, Mr. Brown will have the responsibility for the restaurant marketing operations of both Maxwell House Coffee and Maxwell House Tea.

A graduate of the University of Vermont, he is married and the father of three children.



Linwood F. Brown

### Better coffee improves prison morale

Eighteen months ago Herbert Washington, purchasing agent for the state of Washington, and Van R. Hinkle, supervisor of institutions, decided that the poor coffee served in many homes, asylums, reformatories, hospitals and prisons in the U. S. was a "discontent" factor of serious proportions.

As a result of the urging of these leaders, the state launched a campaign to improve the coffee served in Washington's state institutions using the voluntary assistance of a board of expert testers with no interest in state contracts.

A year and a half later a check made at the request of the Pan-American Coffee Bureau revealed that (1) waste had been reduced, and (2) morale of inmates had been definitely improved.

"We have learned it is more economical to serve better coffee," Mr. Washington said. "Because it is more satisfactory, we do not have the serious 'throw-away' waste that formerly resulted when coffee was rejected by in-

mates because of poor quality. Since our 'better coffee' project went into effect we've had no complaints. On the contrary the coffee received much praise from both state personnel and institution inmates."

**New automatic coffee maker uses liquid concentrates**



**The E-Z Way Coffeemaker**

A coffee making and dispensing unit which uses liquid concentrates has been announced by the Steel Products Co., Cedar Rapids, Iowa. Called the E-Z Way Coffeemaker, the unit dispenses up to 300 cups per hour.

To set up the coffee device, it is connected to the water supply and plugged into an electric outlet. It requires very little space, the maker reports.

A patented, self-cleaning measuring and mixing faucet dispenses the same quantity for each cup, maintaining consistent cup-to-cup uniformity.

A new supply of liquid coffee concentrate is installed in seconds, the manufacturer explains. Moreover, complete safety is assured, since the E-Z Way has no open flames and is completely insulated.

**Silex names Heydt, Jones**

The appointment of Werner "Buck" Heydt as sales manager of the restaurant equipment division of The Silex Co. was announced recently by Frank E. Wolcott, general sales manager.

Mr. Heydt was on the Silex sales force in the eastern division for a number of years.

Hy Golden, who has been associated with the food service equipment industry in the metropolitan New York area, replaces him as a field representative in the eastern division.

The appointment of Alfred N. Jones as service manager for Silex Company was also announced. Mr. Jones was formerly associated with the Western Electric Corp. He joins Silex during a period of expansion in its national chain of service stations.

**Cory coffee brewer gets Industrial Engineer award**

For developing and building a coffee brewer which converts the regular water supply of a restaurant into a continual stream of fresh brewed coffee, the Corp Corp., Chicago, has just received "Highest Award" recognition from the American Society of Industrial Engineers.

The machine recently developed by Cory, manufacturers of the well-known Cory glass coffee brewers, is known as the Cory Push-Button Automatic coffee brewing system. It attaches to the regular water supply and produces one-half gallon batches of fresh brewed coffee at the mere touch of a button.

**Frank Wolcott resigns Silex posts**

Frank E. Wolcott has resigned as vice president and general manager of The Silex Co. Announcement of the change came from M. G. Smith, president of the firm.

Mr. Wolcott, with Silex since the company was founded, is establishing his own business activity, to be known as The Wolcott Co.

AUGUST, 1951

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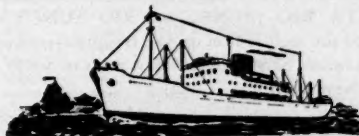
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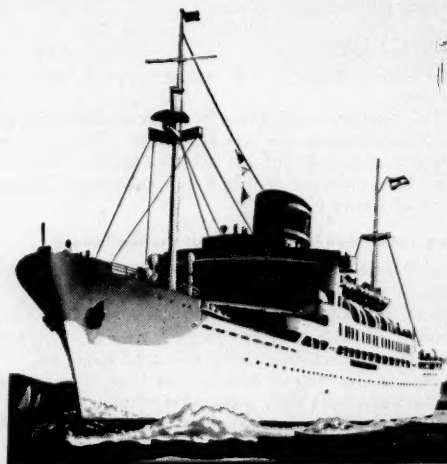
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Efficient, experienced crews load your coffee into immaculate holds, assuring a minimum of bag damage and flavor contamination. We pay careful attention to every detail that assures the arrival of your coffee in perfect condition—the way you want it—when you want it. And the modern ASL terminal at Pier 25 North River, New York, is *where* you want it for easy delivery to truck or lighter.



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# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Fru—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-W'n—Barber Wilhelmssen Line  
Brodin—Brodin Line  
Cunard—Brocklebank's Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independent—Independent Line  
Isbrandtsen—Isbrandtsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Netb—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
U Fruit—United Fruit Co.  
West Cst—West Coast Line, Inc.  
Wes-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
ML—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
8/21	Byfjord	UFruit	Cristobal <sup>1</sup>
8/28	Choluteca	UFruit	Cristobal <sup>1</sup>
8/29	Cstl Nomad	Grace	LA9/10 SF9/13 Se9/18
9/10	Gunnars Knot	Grace	LA9/21 SF9/24 Se9/29
10/2	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/25	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

<b>ACAPULCO</b>			
8/22	Anchor Hitch	Grace	Cristobal <sup>1</sup> 9/6
9/15	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 9/29
10/7	Cstl Nomad	Grace	Cristobal <sup>1</sup> 10/21

<b>AMAPALA</b>			
8/15	Byfjord	UFruit	Cristobal <sup>1</sup> 8/24
8/22	Choluteca	UFruit	Cristobal <sup>1</sup> 8/31
8/25	Cstl Nomad	Grace	LA9/10 SF9/13 Se9/18
8/27	Anchor Hitch	Grace	Cristobal <sup>1</sup> 9/6
9/7	Gunnars Knot	Grace	LA9/21 SF9/24 Se9/29
9/20	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 9/29
9/28	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/12	Cstl Nomad	Grace	Cristobal <sup>1</sup> 10/21
10/21	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

<b>BARRANQUILLA</b>			
8/13	Cape Cod	UFruit	NY8/25
8/15	A steamer	UFruit	NY8/27
8/16	Sofia	Grace	NY8/21
8/20	Maya	UFruit	NY9/2
8/21	Gunnars Knot	Grace	LA9/21 SF9/24 Se9/29
8/22	Monica	Grace	NY8/27
8/27	Cape Avinof	UFruit	NY9/8
8/29	Levers Bend	UFruit	NO9/10
8/30	Clara	Grace	NY9/4
9/3	Cape Cumberland	UFruit	NY9/14

SAILS	SHIP	LINE	DUE
9/5	Sofia	Grace	NY9/10
9/10	Cape Cod	UFruit	NY9/22
9/12	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/5	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

<b>BARRIOS</b>			
8/15	Mataura	UFruit	NO9/20 NO8/23
8/26	Adm. Fraser	UFruit	NY9/2
9/1	Inger Shou	UFruit	NO9/6 NO9/9
9/17	Alfa	UFruit	NY9/24

<b>BUENAVENTURA</b>			
8/10	Elisa	Grace	NY8/17
8/12	Maria	Grace	Chr8/18 NY8/20
8/19	Barbara	Grace	Chr8/25 NY8/27
8/23	Farmer	Gulf	NO9/6 NO9/9
8/26	Cecilia	Grace	Chr9/1 NY9/3
8/31	Rita	Grace	NY9/7 NO9/15 NO9/15
9/2	Margarita	Grace	NY9/10
9/6	Leonor	Grace	LA9/13 SF9/15 Se9/22
9/9	Isabel	Grace	NY9/17
9/9	Ines	Grace	NY9/15

<b>CARTAGENA</b>			
8/13	A steamer	UFruit	NO8/27
8/21	Maya	UFruit	NY9/2
8/27	Levers Bend	UFruit	NO9/10
9/4	Cape Cumberland	UFruit	NY9/16

<b>CHAMPERICO</b>			
9/2	Cstl Nomad	Grace	LA9/10 SF9/13 Se9/18
9/13	Gunnars Knot	Grace	LA9/21 SF9/24 Se9/29
10/6	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/29	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

SAILS SHIP LINE DUE

### CORINTO

8/11	Gummers Knot	Grace	Cristobal <sup>1</sup>	8/16
8/12	Bresle	Independence	LA8/24 SF8/27 Po9/1	
8/13	Bylfjord	Ufruit	Cristobal <sup>1</sup>	8/24
8/20	Choluteca	Ufruit	Cristobal <sup>1</sup>	8/31
8/24	Csti Nomad	Grace	LA9/10 SF9/13 Se9/18	
8/30	Anchor Hitch	Grace	Cristobal <sup>1</sup>	9/6
9/6	Gummers Knot	Grace	LA9/21 SF9/24 Se9/29	
9/9	La Heve	Independence	LA9/19 SF9/22 Se9/27 Va9/29 Po10/2	
9/23	Csti Avnturer	Grace	Cristobal <sup>1</sup>	9/29
9/27	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23	
10/15	Csti Nomad	Grace	Cristobal <sup>1</sup>	10/21
10/20	Csti Avnturer	Grace	LA11/6 SF11/9 Se11/14	

### CRISTOBAL

8/12	Cape Ann	Ufruit	NY8/19
8/18	Cape Cod	Ufruit	NY8/25
8/21	A steamer	Ufruit	N08/27
8/26	Maya	Ufruit	NY9/2
9/2	Avinof	Ufruit	NY9/8
9/4	Levers Bend	Ufruit	N09/10
9/10	Cape Cbrind	Ufruit	NY9/16
9/16	Cape Cod	Ufruit	NY9/22

### DAR es SALAAM

8/14	Afr Planet	Farrill	NY9/13
10/1	Afr Lightning	Farrill	NY10/26

### EL SALVADOR

8/14	Bresle	Independence	LA8/24 SF8/27 Po9/1
8/22	Leme	Italian	LA8/30 SF9/1 Se9/6 Va9/9 Po9/13
9/11	La Heve	Independence	LA9/19 SF9/22 Se9/27 Va9/29 Po10/2
9/24	Nereide		LA10/3 SF10/6 Va10/12 Se10/16 Po10/19

### GUATEMALA

8/13	Washington	French	LA8/19 SF8/23 Va8/27 Se8/30 Po9/6
8/15	Bresle	Independence	LA8/24 SF8/27 Po9/1

SAILS SHIP LINE DUE

8/24	Leme	Italian	LA8/30 SF9/1 Se9/6 Va9/9 Po9/13
9/12	La Heve	Independence	LA9/19 SF9/22 Se9/27 Va9/29 Po10/2
9/25	Nereide		LA10/3 SF10/6 Va10/12 Se10/16 Po10/19

### GUAYAQUIL

9/1	Leonor	Grace	LA9/13 SF9/15 Se9/22
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### LA LIBERTAD

8/20	Bylfjord	Ufruit	Cristobal <sup>1</sup>	8/24
8/26	Anchor Hitch	Grace	Cristobal <sup>1</sup>	9/16
8/27	Choluteca	Ufruit	Cristobal <sup>1</sup>	8/31
8/28	Csti Nomad	Grace	LA9/10 SF9/13 Se9/18	
9/10	Gummers Knot	Grace	LA9/21 SF9/24 Se9/29	
9/19	Csti Avnturer	Grace	Cristobal <sup>1</sup>	9/29
10/1	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23	
10/11	Csti Nomad	Grace	Cristobal <sup>1</sup>	10/21
10/24	Csti Avnturer	Grace	LA11/6 SF11/9 Se11/14	

### LA UNION

8/18	Bylfjord	Ufruit	Cristobal <sup>1</sup>	8/24
8/25	Choluteca	Ufruit	Cristobal <sup>1</sup>	8/31
8/26	Csti Nomad	Grace	LA9/10 SF9/13 Se9/18	
8/28	Anchor Hitch	Grace	Cristobal <sup>1</sup>	9/6
9/8	Gummers Knot	Grace	LA9/21 SF9/24 Se9/29	
9/21	Csti Avnturer	Grace	Cristobal <sup>1</sup>	9/29
9/29	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23	
10/13	Csti Nomad	Grace	Cristobal <sup>1</sup>	10/21
10/22	Csti Avnturer	Grace	LA11/6 SF11/9 Se11/14	

### LIMON

8/11	Cape Ann	Ufruit	NY8/19
8/17	Cape Cod	Ufruit	NY8/25
8/19	A steamer	Ufruit	N08/27
8/25	Maya	Ufruit	NY9/2
8/13	Cape Arinof	Ufruit	NY9/8
9/2	Levers Bend	Ufruit	N09/10
9/8	Cape Cbrind	Ufruit	NY9/16
9/14	Cape Cod	Ufruit	NY9/22



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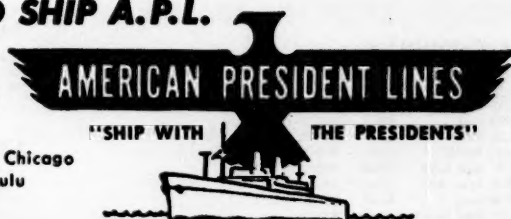
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SAILS SHIP LINE DUE

### LOBITO

8/22 Del Campo	Delta	N09/19
8/28 Tulane	Am-W Afr	NY10/15
9/2 Afr Glade	Farrell	NY10/1
9/12 Del Oro	Delta	N010/8
9/25 Tatra	Am-W Afr	NY10/31
9/30 Afr Glen	Farrell	NY10/29
10/3 Del Rio	Delta	N010/29

### LUANDA

8/19 Del Campo	Delta	N09/19
8/28 Tulane	Am-W Afr	NY10/15
9/5 Afr Glade	Farrell	NY10/1
9/9 Del Oro	Delta	N010/8
9/23 Tatra	Am-W Afr	NY10/31
9/30 Del Rio	Delta	N010/29
10/3 Afr Glen	Farrell	NY10/29

### MARACAIBO

8/11 Citi Nomad	Grace	LA9/10 SF9/13 Se9/18
8/13 La Heve	Independence	LA9/19 SF9/22 Se9/27 Va9/29 Po10/2
8/14 Sofia	Grace	NY8/21
8/19 Monica	Grace	NY8/27
8/23 Gunners Knot	Grace	LA9/21 SF9/24 Se9/29
8/28 Clara	Grace	NY9/4
9/2 Sofia	Grace	NY9/10
9/11 Monica	Grace	NY9/18
9/14 Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
9/16 Clara	Grace	NY9/24

### MATADI

8/17 Del Campo	Delta	N09/19
8/21 Hopeville	Am-W Afr	NY9/15
8/28 Tulane	Am-W Afr	NY10/15
8/30 Afr Glade	Farrell	NY10/1
9/7 Del Oro	Delta	N010/8
9/17 Roseville	Am-W Afr	NY10/15
9/21 Tatra	Am-W Afr	NY10/31
9/27 Afr Glen	Farrell	NY10/29
9/28 Del Rio	Delta	N010/29
10/17 Taurus	Am-W Afr	NY11/15

### MOLIBASA

8/24 Locksley	Robin	NY10/7
9/13 Sherwood	Robin	NY10/28
9/24 Afr Lghtng	Farrell	NY10/26
10/3 Tuxford	Robin	NY11/17

### PARAMARIBO

8/26 A steamer	Alcoa	NY9/10
9/16 A steamer	Alcoa	NY10/1
10/7 A steamer	Alcoa	NY10/22
10/28 A steamer	Alcoa	NY11/12

### PARANAGUA

8/10 Del Viento	Delta	N09/1 Ho9/6
8/12 Itajai	Brodin	Ba8/30 NY8/31 Bo9/5 Pa9/7
8/16 Forester	PAB	LA9/15 SF9/17 Va9/25 Se9/26 Po9/28
8/20 Mormacite	Mormac	NY9/10 Bo9/13 Pa9/15 Ba9/17
8/21 Alwaki	Hol-Int	NY9/9 Bo9/13 HR9/16 Ba9/18 Pa9/20
8/22 Grenanger	Wes-Lar	LA9/22 SF9/25 Po10/3 Se10/5 Va10/6
8/22 Sygna	SCross	NY9/14 Bo9/18 Pa9/20
8/23 Skogaland	Brodin	Ba9/10 NY9/11 Bo9/13 Pa9/15
8/23 Mormacide	Mormac	Jc9/11 Ba9/14 Pa9/16 Bo9/18 NY9/20
8/23 Del Alba	Delta	N09/15 Ho9/20
8/25 Mormacgulf	Mormac	LA9/19 SF9/22 Va9/26 Se9/28 Po9/30
8/27 Navigator	PAB	LA9/21 SF9/23 Va9/29 Se9/30 Po10/2
8/28 Vigrid	Nopal	N09/17 Ho9/20
9/6 Del Mundo	Delta	Ho9/30 Ho10/5

### PORT SWETTENHAM

8/27 Norman Lykes	Lykes	Gulf10/3
8/30 Cornelius Misk	Maersk	NY10/11
9/20 Doctor Lykes	Lykes	Gulf10/24
9/30 Gertrude Misk	Maersk	NY11/12

### PUNTARENUS

8/10 Bresle	Independence	LA8/24 WR8/27 F.9/1
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AUGUST, 1951



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*between*

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**STOCKARD & CO.  
225 E. REDWOOD ST.  
Sarotoga 2607**

SAILS	SHIP	LINE	DUE
8/14	Gunners Knot	Grace	Cristobal <sup>1</sup> 8/16
8/15	Choluteca	UFruit	Cristobal <sup>1</sup> 8/31
8/17	Leme	Italian	LA8/30 SF9/1 Se9/6 Va9/9 Pa9/13
9/2	Anchor Hitch	Grace	Cristobal <sup>1</sup> 9/6
9/4	Gunners Knot	Grace	LA9/21 SF9/24 Se9/29
9/8	La Hve	Independence	LA9/19 SF9/22 Se9/27 Va9/29 Po10/2
9/20	Neride		LA10/3 SF10/6 Va10/12 Se10/16 Po10/19
9/25	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 9/29
9/25	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/17	Cstl Nomad	Grace	Cristobal <sup>1</sup> 10/21
10/18	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

#### RIO DE JANEIRO

8/13	Hinfanger	SCross	NY8/31 Bo9/2 Pa9/4
8/15	Itajai	Brodin	Ba8/30 NY8/31 Bo9/5 Pa9/7
8/15	Ravnanger	Wes-Lar	La9/7 SF9/10 Po9/15 Se9/17 Va9/18
8/16	Del Viento	Delta	N09/1 Ho9/6
8/18	Jachal	Arg State	NY8/30
8/19	Mormacrio	Mormac	NY9/4 Bo9/7 Pa9/10 Ba9/12
8/22	Del Sud	Delta	N09/4
8/22	Uruguay	Mormac	NY9/3
8/23	Forester	PAB	LA9/15 SF9/17 Va9/25 Se9/26 Po9/28
8/27	Syga	SCross	NY9/14 Bo9/18 Pa9/20
8/27	Skogaland	Brodin	Ba9/10 NY9/11 Bo9/13 Pa9/15
8/29	Mormacrio	Mormac	Ja9/11 Ba9/14 Pa9/16 Bo9/18 NY9/20
8/30	Mormacgulf	Mormac	LA9/19 SF9/22 Va9/26 Se9/28 Po9/30
9/10	Del Alba	Delta	N09/15 Ho9/20
9/30	Grenanger	Wes-Lar	LA9/22 SF9/25 Po10/3 Se10/5 Va10/6
8/31	Vigrid	Nopal	N09/17 Ho9/20
8/31	Gianadem	Dodens	NY9/17 Bo9/19 Pa9/21 Ba9/22 NY9/24
9/1	De La Plata	Arg State	NY9/13
9/2	Navigator	PAB	LA9/21 SF9/23 Va9/29 Se9/30 Po10/2
9/5	Argentina	Mormac	NY9/17
9/5	Del Aires	Delta	N09/19
9/13	Del Mundo	Delta	N09/30 Ho10/5
9/15	Tunuyan	Arg State	NY9/27
9/19	Del Mar	Delta	N010/2
10/6	Jachal	Arg State	NY10/18

#### SAN JOSE

8/25	Anchor Hitch	Grace	Cristobal <sup>1</sup> 9/6
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SAILS	SHIP	LINE	DUE
8/31	Cstl Nomad	Grace	LA9/10 SF9/13 Se9/18
9/12	Gunners Knot	Grace	LA9/21 SF9/24 Se9/29
9/18	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 9/29
10/4	Anchor Hitch	Grace	LA10/14 SF10/18 Se10/23
10/10	Cstl Nomad	Grace	Cristobal <sup>1</sup> 10/21
10/27	Cstl Avnturer	Grace	LA11/6 SF11/9 Se11/14

#### SANTOS

8/10	Arendsky	Hol-Int	NY8/27 Bo8/31 HR9/3 Ba9/5 Pa9/7
8/11	Hindanger	SCross	NY8/31 Bo9/2 Pa9/4
8/12	Ravnanger	Wes-Lar	La9/7 SF9/10 Po9/15 Se9/17 Va9/18
8/14	Itajai	Brodin	Ba8/30 NY8/31 Bo9/5 Pa9/7
8/14	Del Viento	Delta	N09/1 Ho9/6
8/16	Jachal	Arg State	NY8/30
8/17	Mormacrio	Mormac	NY9/4 Bo9/7 Pa9/10 Ba9/12
8/20	Uruguay	Mormac	NY9/3
8/21	Del Sud	Delta	N09/4
8/22	Forester	Nopal	LA9/15 SF9/17 Va9/25 Se9/26 Po9/28
8/23	Mormackite	Mormac	NY9/10 Bo9/13 Pa9/15 Ba9/17
8/23	Alwaki	Hol-Int	NY9/9 Bo9/13 HR9/16 Ba9/18 Pa9/20
8/25	Bowrio	IFC	NY9/10 Pa9/14 Bo9/17 Mi9/21
8/25	Skogaland	Brodin	Ba9/10 NY9/11 Bo9/13 Pa9/15
8/25	Syga	SCross	NY9/14 Bo9/18 Pa9/20
8/27	Mormackite	Mormac	Mi9/11 Ba9/14 P-9/6 Bo9/18 NY9/20
8/27	Grenanger	Wes-Lar	LA9/22 SF9/25 Po10/3 Se10/5 Va10/6
8/28	Del Alba	Delta	N09/15 Ho9/20
8/29	Mormacgulf	Mormac	LA9/19 SF9/22 Va9/26 Se9/28 Po9/30
8/30	Grenadero	Dodens	NY9/17 Bo9/19 Pa9/21 Ba9/22 NY9/24
8/30	De La Plata	Arg State	NY9/13
8/30	Vigrid	Nopal	N09/17 Ho9/20
9/1	Navigator	PAB	LA9/21 SF9/23 Va9/29 Se9/30 Po10/2
9/3	Mormacaga	Mormac	Ba9/19 Pa9/19 NY9/21 Bo9/25 Mi9/29
9/3	Argentina	Mormac	NY9/17
9/4	Del Aires	Delta	N09/19
9/11	Del Mundo	Delta	N09/30 Ho10/5
9/13	Tunuyan	Arg State	NY9/27
9/18	Del Mar	Delta	N010/2
10/4	Jachal	Arg State	NY10/18

#### TAMPICO

8/14	Rgnhdshlm	Swed-Am	Mi9/3
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TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

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LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM  
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**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

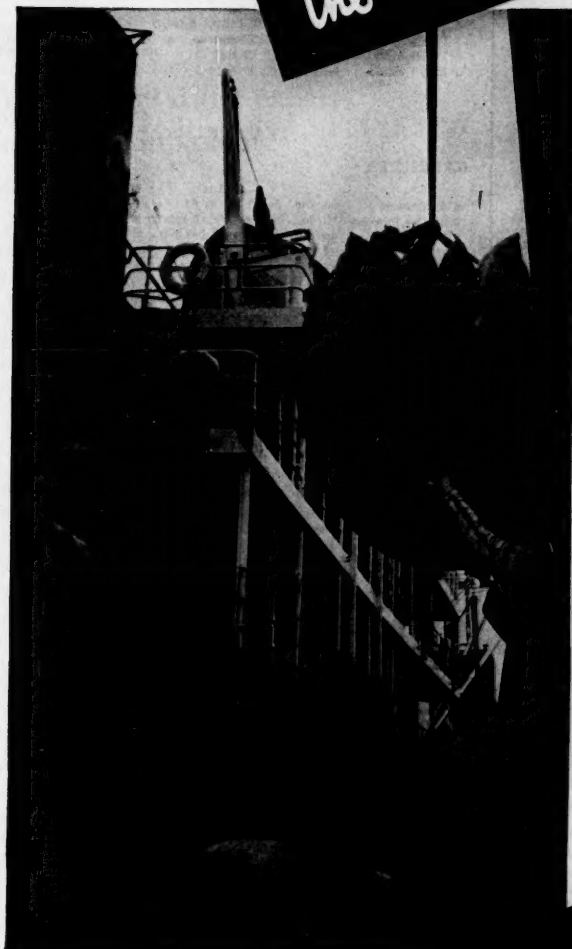
AGENTS:  
RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134  
SANTOS: DELTA LINE, INC.  
Rua 15 de Novembre 176-178  
LUANDA & LOBITO:  
Sociedade Luso-Americana, Ltda.  
MATADI:  
Nieuwe Afrikaansche Handels Vennoetschap



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*the essential factor*

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SAILS	SHIP	LINE	DUE
8/29	Krageholm	Swed-Am	M19/12
9/18	Svanholm	Swed-Am	M110/7
10/11	Rynhidschim	Swed-Am	M111/4

### VERA CRUZ

8/10	Rynhidschim	Swed-Am	M19/3
8/24	Krageholm	Swed-Am	M19/12
9/13	Svanholm	Swed-Am	M110/7

### VICTORIA

8/13	Arendtsdyk	Hol-Int	NY8/27 Bo8/31 HR9/3 Ba9/5 Pa9/7
8/18	Del Viento	Delta	N09/1 Ho9/6
8/26	Alwaki	Hol-Int	NY9/9 Bo9/13 HR9/16 Ba9/18 Pa9/20
9/1	Vigrid	Nopal	N09/17 Ho9/20
9/1	Del Alba	Delta	N09/15 Ho9/20
9/15	Del Mundo	Delta	N09/30 Ho10/5

### TEA BERTHS

### CALCUTTA

8/19	Exchange	Am-Exp	Bo NY Pa Ba Nf
8/24	City Birmingham	Eli-Buck	Bo9/26 NY9/27 Pa9/30 N10/3 Ba10/5
8/27	Exminster	Am-Exp	Bo NY Pa Ba Nf
9/1	City Dundee	Eli-Buck	Canada10/15
9/7	City Madras	Eli-Buck	Bo10/10 NY10/11 Pa10/15 N10/17 Ba10/20

### COLOMBO

8/21	Slamat	JavPac	LA9/17 SF9/20 Po9/25 Se9/28 Va10/1
8/22	Luwak	JavPac	LA10/5 SF10/15 Pa10/26 Va11/2 Se11/9
8/31	Exminster	Am-Exp	Bo NY Pa Ba Nf
9/10	Cornelius Msk	Maersk	NY10/11
10/7	Jav-Prince	Prince	Hall/1 Bo11/4 NY11/6
10/10	Gertrude Msk	Maersk	NY11/12
10/23	Cing-Prince	Prince	Hall/8 Bo11/20 NY11/22

### HONG KONG

8/10	Tide	Pioneer	NY8/28
8/12	America Trans	PacTrans	SF9/2 La9/4
8/15	Olga Msk	Maersk	SF9/12 La9/15 NY10/1
8/17	Mail	Pioneer	NY10/4
8/29	Laura Msk	Maersk	SF9/23 La9/26 NY10/13
9/12	Dale	Pioneer	NY10/30
9/15	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
9/30	Trein Msk	Maersk	SF10/28 La10/31 NY11/17
10/15	Peter Msk	Maersk	SF11/12 La11/15 NY12/1

### KOBE

8/13	Flying Ind	Isbrandtsen	NY9/26
8/15	Tide	Pioneer	NY8/28
8/16	America Trans	PacTrans	SF9/2 LA9/4
8/22	Mail	Pioneer	NY10/4
8/25	Olga Msk	Maersk	SF9/12 La9/15 NY10/1
9/4	Laura Msk	Maersk	SF9/23 La9/26 NY10/13
9/15	Cape Race	Isbrandtsen	NY10/27
9/17	Dale	Pioneer	NY10/30
9/21	Flying Clipper	Isbrandtsen	NY10/31
9/24	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
10/3	Flying Trader	Isbrandtsen	NY11/13
10/8	Trein Msk	Maersk	SF10/28 La10/31 NY11/17
10/25	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1

### SHIMIZU

8/28	Olga Msk	Maersk	SF9/12 LA9/15 NY10/1
9/6	Laura Msk	Maersk	SF9/23 LA9/26 NY10/13
9/26	Hulda Msk	Maersk	SF10/13 LA10/16 NY11/2
10/9	Trein Msk	Maersk	SF10/28 LA10/31 NY11/17
10/27	Peter Msk	Maersk	SF11/12 LA11/15 NY12/1

### TANGA

8/11	Afr Planet	Farrell	NY9/13
9/28	Afr Lightning	Farrell	NY10/26

### YOKOHAMA

8/14	Flying Arrow	Isbrandtsen	NY9/15
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SAILS	SHIP	LINE	DUE
8/15	Grete Mirsk	Maersk	SF8/28 LA8/31 NY9/17
8/18	America Trans	PacTrans	SF9/2 LA9/4
8/19	Tide	Pioneer	NY9/28
8/21	Flying Ind	Isbrandtsen	NY9/26
8/26	Mail	Pioneer	NY10/4
8/31	Olga Mirsk	Maersk	SF9/12 LA9/15 NY10/1
9/10	Laura Mirsk	Maersk	SF9/23 LA9/26 NY10/13
9/20	Dale	Pioneer	NY10/30
9/23	Cape Race	Isbrandtsen	NY10/27
9/29	Flying Clipper	Isbrandtsen	NY10/31
9/30	Hulda Mirsk	Maersk	SF10/13 LA10/16 NY11/2
10/12	Flying Trader	Isbrandtsen	NY11/13
10/15	Trein Mirsk	Maersk	SF10/28 LA10/31 NY11/17
10/31	Peter Mirsk	Maersk	SF11/12 LA11/15 NY12/1

<sup>1</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.  
<sup>2</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.  
<sup>3</sup> With transshipment at Colombo.

## World's 1950 coffee exports, down 15% in volume, gained 43% in value

Exports of coffee from principal producing countries in 1950 decreased 15 per cent in quantity but increased 43 per cent in value over 1949, according to a U.S. Department of Agriculture summary.

The quantity of exports declined from a peak of 34.4 million bags (132 pounds each) in 1949 to 29.2 million bags in 1950. However, the value of these exports rose from about \$1,160 million in 1949 to a record total of about \$1,660 million in 1950.

The increase in value resulted from much higher coffee prices prevailing throughout 1950, caused largely by a relatively close balance between supply and demand and decreasing visible carryover stocks in Brazil.

Most of the decrease in the quantity of exports in 1950 was accounted for by the drop in coffee shipments from Brazil and Colombia to the United States.

Coffee shipments from North and South America fell off in 1950, while exports from Africa, Asia and Oceania rose.

The most significant decrease occurred in South America, which produces more than two-thirds of the world's coffee supply. Exports from South America declined from 25,652,000 bags in 1949 to 19,977,000 bags in 1950.

Shipments of 4,188,000 bags of coffee from North America in 1950 were only slightly below 1949 exports of 4,323,000 bags.

On the other hand, exports from Africa increased from 4,091,000 bags in 1949 to 4,555,000 in 1950, and shipments from Asia and Oceania rose from 292,000 bags in 1949 to 444,000 in 1950.

The percentage of the world's coffee exports supplied by South America decreased from 75 per cent in 1949 to 69 per cent in 1950, whereas Africa's share increased from 12 per cent to 16 per cent, and North America's rose from 13 per cent to 14 per cent.

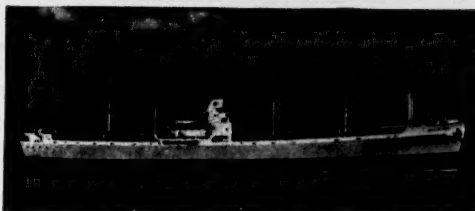
Only three of the principal coffee producing countries in North and South America exported more coffee in 1950 than in 1949. These were Costa Rica, Ecuador, and Nicaragua.

Exports from each of these countries were unusually low in 1949.

### World coffee industry employs 30,000,000 people

It has been estimated that more than 30,000,000 people are employed regularly in the world's coffee industry.

AUGUST, 1951



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## Parana in the coffee world

(Continued from page 17)

the picture is rosy. But those who are inclined to take the long term view have been distressed by opinions expressed not long ago in O Estado de São Paulo by Dr. Mario Moreira Martins, of the Divisão de Fomento Agrícola of São Paulo. After describing the lands in north Paraná as perhaps the most appropriate for coffee planting in the whole of Brazil, and describing the trees there as growing to four meters in height, he goes on to deplore the manner in which land is used, or rather misused. His article is best summed up in the words that he himself employs:

"The lands in the north of the State of Paraná are in fact fertile and appropriate to coffee planting, but if they continue to be exploited in the present fashion their fertility will be soon exhausted. The one thought generally prevalent is to get as much out of the land as possible, and produce to the utmost of everything possible. This is easily demonstrated by the large cereal crops of this year, which reached nearly 14 million bags. The greater part of this rice, beans, and maize, was harvested between the coffee trees."

According to this authority, little or nothing is being done to combat erosion, and plantations are usually formed for the sake of other considerations in such a way that erosion is actually fomented. As for fertilizers, various planters with whom Dr. Mario Martins spoke expressed surprise when he mentioned such a thing.

"The use of fertilizers," wrote Dr. Martins, "seems to them to be something which is all right in São Paulo, where the land is old and worn out; they forget that Paulista land was once new and fertile like their own. Only the moment seems to them important; and they do not bother about the future because in a short time they hope to be wealthy, and so when declining fertility sets in, they will be able to sell out to others—who can attend to fertilizers!"

## 3,000,000-bag increase

(Continued from page 13)

normal population growth, and increased per-capita consumption resulting from greater industrialization, more tension, and a spread of the coffee-drinking practice are expected to increase the demand substantially, necessitating much higher production to supply world requirements.

An expansion of coffee production is under way in a number of countries. Coffee production costs are increasing, but present coffee prices are sufficiently high to encourage the greater production which will be needed.

## Cain's buys Tulsa Coffee Co.

The Cain's Coffee Co., Oklahoma City, Oklahoma, has purchased the Tulsa Coffee Co., for approximately \$200,000.

William Morgan Cain, who is chairman of the board of the Cain's Coffee Co., said the Tulsa firm will be consolidated with Cain's present plant in that city.

The consolidated plant will employ most of the persons now on the payroll of the Tulsa Coffee Co., it was reported.

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1950							
January	1,982	902	804	1,706	1,273	339	1,612
February	1,717	736	752	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	511	1,324
April	1,125	719	569	1,288	885	584	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,708	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July (1-23)	952	498	525	1,023	739	357	1,096

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The Coffee Outlook

As this is being written, a two-cents a pound cut has been announced on Savarin Coffee, and Albert Ehlers, Inc., has followed suit with a similar reduction.

These events have buttressed trade interest in an analysis of the coffee picture developed by the commodity division of Merrill Lynch, Pierce, Fenner & Beane.

A major change in the supply and demand picture seems to be developing, according to this analysis. From consumer fears of inadequate coffee the turn is to producer fears of unmarketable surpluses.

"An increase of available supplies might well have been absorbed with prices at lower levels in view of high employment and world tension," the report states. "However, current high prices have brought considerable consumer resistance and a trend towards smaller consumption in view of the strain on the consumer's purse because of higher taxes and the rising cost of other articles."

The analysis recalls that the world's exportable production for the crop year 1951-52 was estimated to be 31,313,000 bags, and that private estimates put the 1952-53 crop still higher, subject, of course, to climatic conditions and artificial measures. This would compare with 27,814,000 bags in 1950-51 and 27,912,000 in 1949-50.

Visible domestic stocks of green and roasted coffee are high, the analysis suggests. On a short term basis the supply situation is fairly ample, and indications are that the long term will be quite adequate.

"It seems very unlikely, in the event of a weakening in the world market, that the New York futures market could be held up unrealistically, but as the world market will follow Brazil rather than vice versa, we must look to persistent bearish speculative sentiments and to the sizable placement of hedge sales to offset any buoyancy," it reports.

Coffee would have to be considerably cheaper before a significant rise in consumption would become evident, on account of the economy habits which have been learned, according to the analysis. But the roaster could hardly be expected to lower his prices if replacements from the primary producer are at a price to prevent satisfactory conversion.

"The threat of strictly enforced minimums, the bolstering of the futures market by friendly interests and the overhanging threat of an all-out war are the only factors to make for market stability, for statistically there is no current shortage of coffee, nor is one anticipated, and prices are close to all-time highs," the analysis states. "It remains to be seen who is going to encourage an increase in consumption by the lowering of price to the consumer."

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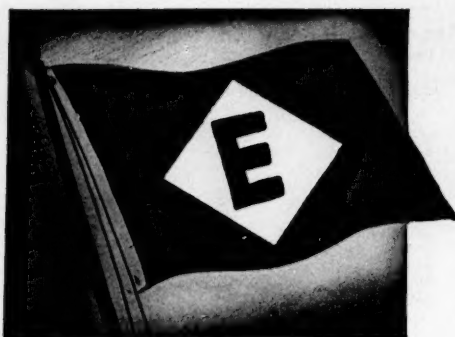
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### **PACB coffee measures available again in polystyrene plastic in 3 colors**

The Pan-American Coffee Bureau's coffee measures are again available in polystyrene plastic in the three standard colors, red, green and yellow, it was announced recently by PACB Manager Charles G. Lindsay.

The PACB coffee measure is three-quarters of an inch shorter than the old standard coffee measure. This eliminates the hole at the end of the handle but makes the measure short enough to pack in a can of coffee as a premium when so desired. The polystyrene plastic will not impart any odor or flavor whatever to the coffee. Otherwise the PACB Coffee Measures are identical in size and capacity of bowl with the old measures.

On quantities of 5,000 or more, the measures can be imprinted with company or brand name at cost.

### **Hugh Antrim, senior partner in Richmond, Virginia, roasting firm, dead at 81**

Hugh Antrim, 81, senior partner in the firm of C. W. Antrim & Sons, Richmond, Virginia, died recently while vacationing at his summer home in Holderness, N. H.

The company which he headed is well known as roasters of Old Mansion Coffee and packers of Old Mansion Tea and Spices. Begun in Richmond 78 years ago as a wholesale grocery firm, it today bears the name of Mr. Antrim's father, the late C. W. Antrim, one of the founders of the original company.

Mr. Antrim was a native of Albemarle County, Virginia, and a graduate of the University of Virginia.

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# Editorials

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## Coffee prices and markets

As this is being written, the coffee trade in this country is once again trying to pin down reports of a new policy in Brazil toward the price of coffee for exports.

The most recent reports indicate that instead of fixed minimums, a policy of setting a daily spot price for exports of coffee has been adopted.

Whatever the facts are, they will soon be clarified. We mention them here only as additional indication of Brazil's deep concern at the moment with ways and means to keep coffee export prices within bouncing range of price ceilings in the United States.

Whatever the advisability or inadvisability of such measures, a number of truths about coffee are incontestable today.

First, the largest market for the product, by far, is the United States. Anything which interferes with the free flow of coffee to this country, and its absorption here, is disadvantageous to those nations which produce coffee.

Second, the most solid, unshakeable guarantee of a healthy price for the world's coffee is a continuing expansion of the market for it in the United States.

Even when coffee was tight and prices were soaring, we insisted on this page that it was the better part of wisdom—although hard to see because of the turmoil of the moment—to maintain and even expand programs to bolster coffee consumption here.

By now the wisdom, which we lay no claim to except in agreement, is easier to see.

In a program to expand coffee consumption in this country lies the basis for a deepening unity of the producers and the United States trade.

Both sectors of the industry want it, both need it. It is capable of touching off the enthusiasm, of tapping the energy and resources, of the coffee trade in this hemisphere, on both continents.

For some while now, everyone at all alert to trends in this country has been aware that on some coffee fronts ground has been lost, while on other fronts the status quo has barely been maintained.

In the restaurant and institution market, for example, the tendency to "stretch" coffee in the brewing has been nigh scandalous, particularly in the attitudes of acceptance or even encouragement adopted by some roasters.

In this market, ground *has* been lost.

But industry leaders have been aware of this development and have actually mapped the outlines for a campaign to stop any further loss of ground and to begin the march back toward further progress.

So far, this campaign has remained largely on paper, although valiant efforts have been made with entirely inadequate resources.

Is this a matter to trouble the U. S. trade? Of course. And it does, as some of the regional meetings confirm.

But it is also a matter to trouble the producers. For in the transformation of such a campaign from paper to actuality lies the absorption of additional bags of coffee.

In other areas, too, potential consumption can be converted into actual demand, given the proper drive on the part of all coffee factors.

Iced coffee, for example. Here is a summertime beverage with an advantage that soft drinks can only yearn for in vain—the fact that coffee is already the nation's favorite drink, with virtually universal acceptance.

Each summer that passes without the most powerful drive possible to boost iced coffee consumption should worry the trade here—and the producers.

For the U. S. trade, the extra volume for iced coffee is "plus" tonnage, keeping their plants going at a time when otherwise they drop off uneconomically.

For the producers, that extra tonnage is additional demand for their coffee.

Other examples could be cited, such as better brewing in the home, the market among young people, the between-meals market, the on-the-job market, and others.

The point is, in efforts to expand these markets lies the best guarantee of the future health of coffee—both in the United States and in the producing countries.

Certainly the need for these efforts should not be lost sight of in the current give-and-take of a changing situation.

## Iced tea in 1951

With the Tea Council's drive for iced tea this summer, the industry might well have reached a turning point for this beverage.

The drive, culminating in National Iced Tea Time, but continuing through the hot months, is one of the largest, best planned and most carefully organized campaigns the industry has ever seen.

It is too soon, of course, to tell what the results will be, although informal reports to this department indicate the response so far is good.


As this is being written, the weather in New York City is blistering. As they make the rounds, sweating and uncomfortable, tea men are delighted. With a heat wave, sales of iced tea will, of course, go up.

A word of caution is in order, however. The summer is not yet over. It may stay hot, or even get hotter. Or it may turn cold and wet.

If the rest of the summer is hot, iced tea sales should be gratifying, indeed.

But whatever the weather, this fact should be remembered:

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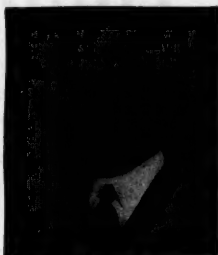
67-69-71-75 FRONT ST.; 37-39-41 OLD SLIP; 38-39 SOUTH ST., N. Y. 5, N. Y.

My long-time friend, Angus McAdam, is a Bostonian right from scratch. He not only has his business there, he was born there.

Angus went into the tea business when he returned from service in the Navy during World War I. He started in 1919 with a brokerage company known as Macy Bros. and Gillette. Two years later, when this firm dissolved, he went to the Carter, Macy Co. as their Boston agent.

In 1927 Oliver Carter Macy bought out Carter, Macy, his father's old business, and consolidated both companies under the old name. Angus continued for a year with this organization, and then, in 1928, he started in business for himself under the name of the A. W. McAdam Co. Angus is president and treasurer of this corporation.

Always one to see the tea picture as a whole, he has worked unstintingly in the activities of the industry. Right now



Robert A. Lewis

## Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

he is a director of the Tea Association of the U.S.A. He is also chairman and a director of the Tea Trade Club of New England.

Formerly, he was president of the Grocery Manufacturers' Representatives of New England, Inc., and was a director of that organization for five years.

Active as he is in tea, his interests go well beyond this field. For about 12 years now, he has been on the advisory board of the Salvation Army of Boston. He is also a member of the Boston Rotary Club, the Boston Chamber of Commerce, the Foreign Commerce Club, the American Legion, the Bostonian Society, the Boston Food Brokers' Association and the National Food Brokers' Association.

Lots more can be said about Angus McAdam. But these few facts will give you some indication of the kind of person he is and the kind of background from which this month's guest column is drawn.

R.A.L.

# How much tea in a tea bag?

By ANGUS W. McADAM, Guest Columnist

Dear Robert:

Thank you for inviting me to be your guest columnist. At times I have done a lot of talking, but never have I written anything for publication. It gives one quite a thrill, and at the same time it is rather alarming, knowing how critical we all are today of bold opinion. Therefore, I will try not to be too bold, but will merely ramble a bit and try to express my observations of over 30 years in the tea business, particularly in regard to tea bags.

I have met many men recently, both business and professional, who frankly admit they like tea. Perhaps it is just a coincidence I happen to meet such people, but nevertheless most of them admit drinking tea for breakfast and most of them stated they used tea bags. One doctor, whom I consider quite a scientist and should know considerable about diets, is on the staff at Massachusetts General Hospital, instructor at Harvard Medical and has a very fine practice of his own. He told me that he drank tea regularly, usually three times a day, principally because he felt that it was harmless, refreshing and gave him a lift when tired.

Another doctor, who specializes in surgery, told me he likes nothing better than a good strong cup of tea after he completes a very delicate and serious operation.

Many businessmen have said to me, "I wish I had dis-

covered how good tea was for breakfast a long time ago."

One peculiar thing I have noticed about some men in the tea industry is that although they sell tea, they seem to prefer coffee when dining out. One of the deans of the tea trade, George Beebe, whom I represented for many years in New England, spent about two weeks every year with me in Boston and never drank a cup of tea to my knowledge.

Many in our industry are fearful of connecting tea with medicine, and perhaps rightfully so, if carried to extremes, but I certainly do not see any harm in telling the public how good tea is when one feels ill or is sick, and if it is good at that particular time it also should be an excellent beverage to drink when you are well. In other words, why wait to get sick to drink tea? It is good at all times.

Some 30 years ago, one of the finest gentlemen in our industry, whom most of us knew and held in high esteem, Bill Upham, had an idea: tea bags. He started making these by hand, and surprisingly enough, he sold them. Most people in the industry, at the time, joked and laughed about them, but Bill, being a master salesman, convinced a number of people of the soundness of tea bags as a clean way in which to serve tea, particularly for hotels, restaurants and institutions. One of the main advantages was that the tea was all measured and that the guest at a hotel or restaurant could get a cup of tea that was uniform each time he ordered it—of course, providing that the same blend was used each time.

Not only did many in our industry smile at the idea, but our good English friends really laughed at it, because they could not see how such a thing could possibly be successful. They termed it "tea in a petticoat."

Then along came another very brilliant gentleman, by



Angus W. McAdam

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the name of Benjamin Hirschhorn, who also thought very well of the tea bag. He had a slightly different idea of how a tea bag should be made and identified his product by an aluminum ring to close the bag instead of a twist of cotton thread.

As we all know, American industry has always prospered on good competition and so a few others became interested. From the hand packing of Bill Upham, semi-automatic machines came into being and then fully automatic and now automatic heat-seal machines that only skilled and thoughtful engineers and mechanics could possibly conceive.

Therefore, for the last 30-odd years the tea business has been going through an evolution, not only from bulk tea to tea bags but also from green tea, congou tea and oolong tea to the fully fermented teas that are most popular today. Tea bags have gone from gauze to filter paper, which proved to be an excellent advancement, as filter paper makes a much better and cleaner cup of tea.

To go back for a moment, tea bags were mostly sold in restaurants in the beginning, and they were packed 120 to 125 to the pound. Most restaurants used tea pots, and still do today. Pots held anywhere from eight to ten ounces, which would make a cup and a half to almost two cups of tea, providing a cup not over six ounces was used.

The tea bag industry had a small steady growth up until World War II, and tea packed in tea bags was, I believe, some 15 to 20 per cent of the industry at that time.

In my opinion, one thing that retarded quick acceptance by the housewife was that the size made for the consumer was 200 to the pound. Therefore, the real tea drinkers, who were used to getting a good strong cup of tea, were not satisfied with the ordinary 200-count tea bag. Those that liked tea would use two tea bags, but Mrs. Housewife thought if she had to use two tea bags for one cup it was very expensive. Each bag was measured and was supposed to make one cup and she could tell her cost per cup immediately. When she used bulk tea she made a strong cup of tea and forgot about the cost, because there was no way she could measure it other than by the pound—even though packaged teas had brewing instructions to use a heaping teaspoon for each cup and one for the pot. If you ever measure the number of heaping teaspoons out of the package you would be doing well to get 125.

Therefore, it has always been a wonderment to me that in the evolution of the tea industry from loose tea to tea bags—which are now 50 to 60 per cent of the industry—they should be packed 200 to the pound. Today many packers are packing them 250 to the pound.

Although there is no question about the cup consumption of the United States being much larger than it was 30 years ago, and a good part of it due to tea bag packing, I honestly believe that it would be still greater had the industry continued to pack 120 to 125 for restaurant and not more than 150 to 160 for home consumption.

Research by the Tea Bureau has proved that if you use enough tea in making a brew you will always get a pretty good cup of tea. When they state this, quality does not enter into it. They merely mean that a good cup of tea can be brewed when enough tea is used, and they have facts to prove this. If this is done, most of the hubbub of how to make tea will take care of itself.

In my opinion, and I think it could well be demonstrated, a tea bag is a package in itself, just as much as a quarter of a pound or a half pound of loose tea is a package. Tea



From first crude hand packing, tea bag know-how has developed to high-speed automatic bagging units like the Pneumatic Scale machines at the right in Thomas J. Lipton's new Galveston, Texas, plant.

bags are sold in packages and the net total tea weight of the contents is on the outside, but this does not mean very much. I believe the correct weight on a tea bag carton should indicate the size of the tea bag within the carton.

I really believe that if government standardization could be applied to tea bag packing that the entire industry would profit greatly and the advertising dollar now being spent would be a great deal more effective.

There are few businessmen today who like government controls or having the government tell them how to run their business. However, it has been made necessary in many industries to have standardization. In our own industry we have government standard grades, but all we have in tea bags is tea in filter paper with no control as to weight per tea bag, so the tea bag, in my estimation, immediately becomes a deceptive package. The restaurateur or the housewife has no guarantee of how much tea is in a tea bag when they buy it. It is like buying a "pig in a poke." The restaurateur or the housewife might get anything from 160 to 250 tea bags to the pound and very few restaurants know enough about the tea industry to demand a 120 or 125 count when they serve their tea in pots.

We all know, and there is definite proof, that tea is the cheapest beverage next to water. There is enough profit for the hotel and restaurant owner as well as for the retailer to buy a uniform restaurant-sized tea bag and it is also most economical for the housewife to buy this size, or 150 to 160 count maximum.

Also of interest is the fact that when tea bags first were originated they sold from \$17.00 to \$20.00 per thousand and today they sell from \$4.50 to \$10.50, depending on weight and quality.

The industry is now spending a great deal of money advertising and promoting tea. What could be better than everyone in the industry taking part in this promotion by drinking tea in hotels and restaurants as well as at home?

The tea business is a great industry. I personally do not know of any industry that has finer, harder working men in it. Therefore, I am sure if we all continue to work together, as we have done in the last few years, that it won't be long before it is a much bigger and stronger industry. I can assure you that the directors and committeemen of your Tea Association are working very hard toward this end.

# Tea research in India

By C. J. HARRISON, *Chief Scientific Officer  
Indian Tea Association  
Tocklai Experimental Station*

*Known vaguely, if at all, to many tea men in the United States, the work of the tea research stations in the producing countries has contributed beyond measure to the world's tea output, in quality and in quantity.*

*To help fill this gap in trade awareness, Coffee & Tea Industries (formerly The Spice Mill) is running a series of articles by top men in leading tea research stations throughout the world.—Ed.*

## Part 2

Fertilizer trials have shown that the tea bush, required as it is to produce leafy growth, as distinct from seed, needs a plentiful supply of nitrogenous fertilizer. A crop of 12 maunds (960 pounds) of made tea per acre removes from the soil annually 50 pounds of nitrogen, which, unless the soil is a very rich one indeed, will need to be replaced in time or the tea bush will be starved.

It is now the general practice in Assam to supply 60 pounds and upward of nitrogen, in the form of concentrated fertilizers, to mature tea. Experiments also show that generally there is a sufficient quantity of other plant nutrients—potash, lime, phosphate, etc.—in the soil to supply the needs of the tea bush, though the time will come, and may already have come in some cases, when the supply of minerals will be depleted and will require replenishing.

The introduction of regular nitrogenous manuring, combined with green cropping where possible, and the establishment of leguminous shade trees, is reflected in the steady increase in tea crop in Assam. Commencing with yields of under five maunds (400 pounds) tea per acre, the present crop is now more than double its average figure up to 1902 or 1903, the time when Dr. Mann's advice began to be put into regular practice.

One limiting factor in obtaining good yields on Assam estates was the mistaken practice of deep cultivation in the dry weather and of stirring the wet soil at frequent intervals during the monsoon. These methods were used to destroy and bury the weeds, but they also caused the tea roots to be cut and branches to be damaged by the hoe, and they destroyed the soil tilth. Only in the last 25 or 30 years have these cultivation methods been given up in favor of modern methods of suppressing jungle growth (1) by causing the bushes to spread and cover the surface of the soil, and (2) by scraping or "cheeling" the surface of the soil only, to destroy weed growth.

The old methods of pruning and plucking prevented the tea bushes from spreading, and there were wide open spaces between the bushes, which allowed weeds, especially grasses, to grow freely. In these old methods, the bush was pruned and plucked to form a conical surface and the side branches were cut off. Now, the bush is pruned and plucked flat, and the side branches are left to develop and spread. When the bushes are touching each other, light is excluded and weed growth is suppressed. Nowadays the areas of flat-topped tea bushes completely covering the soil are a characteristic

feature of the tea districts of Assam.

Alongside the development of cultural methods in Assam, there has been a corresponding development in the treatment of pests and diseases of tea. Apart from a large number of minor pests and diseases, there are a few which appear in epidemic form at frequent intervals. The red spider and the tea mosquito bug were the most important of the pests, though the latter has almost disappeared from Assam.

Recently a looper caterpillar has been a serious pest in some districts.

Entomological work has, in combination with better agricultural methods, solved the problem of the tea mosquito bug, and the use of the modern insecticide, DDT, has been found effective against it and many other pests, including the looper caterpillar. DDT is not, however, of any use against the red spider, which is best treated by a combination of spraying with a lime-sulphur insecticide, correct pruning methods and the use of leguminous shade trees.

In regard to the fungus diseases which attack tea, A. C. Tunstall, who was for over 35 years mycologist at Tocklai, did most valuable work in studying the various root, stem and leaf diseases which attack tea, and in working out methods for eradicating them. It is due to him that the industry in Assam has been able to avoid disastrous losses which would otherwise have occurred had his methods and advice not been followed.

Blister blight (*exobasidium vexans*), which has always been present in Northeast India, has attacked tea in South India and Ceylon severely in the past three years. It has been slightly on the increase in Assam in the past two years and may, if climatic conditions in 1951 become favorable to it, do very serious damage if not checked. Fortunately, we are alive to the danger and adequate plans are being prepared to deal with this blight.



With full color display cards like this one, the Tea Council's summer drive moved to a climax with National Iced Tea Time marked by the tea industry, grocers, restaurants and allied fields.

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Producers and Exporters of

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**E**stablished in 1867, the house of Lawrie has behind its existing organisation an unrivalled record and a wealth of experience, which has culminated in the Company becoming one of the largest Exporters of Tea from North India.

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1307, Burrard Street,  
VANCOUVER.

## Canadian tea, coffee men shape program for fourth convention of association

A vital business program, but one that leaves room for relaxation and sports, is being readied for the fourth annual convention of the Tea and Coffee Association of Canada, to be held September 17th, 18th and 19th at the Chateau Frontenac, Quebec.

The program will be a rounded one, covering tea and coffee from all aspects. Tentative plans, subject at this writing to confirmation in some instances, call for talks to the convention by leading government officials, including a Canadian cabinet minister and one of the top executives of the Province of Quebec.

Merchandising will be discussed from the viewpoint of food as a whole and tea in particular by authorities in those fields.

Coffee will be reviewed by industry leaders, including W. F. Williamson, executive vice president of the National Coffee Association.

The first day of the convention will be devoted to registration in the morning, with a welcome at the opening session by the Province of Quebec official and talk by a number of the key speakers.

At the afternoon session, the association will hold its annual meeting, at which committee reports will be heard and officers elected for the coming term.

On the second day, the morning will be given over to another business session, but the afternoon will be left free

for recreation. The golf tournament will be held then, as will a bridge tournament open to ladies and men.

Many of the conventioners will take advantage of the opportunity to visit points of historic and scenic interest in which the Quebec area abounds. Limousine service is being provided for such private tours.

On the final morning, a brief business session will be followed by a farewell party and buffet luncheon, at which attendance prizes will be awarded.

Door prizes will also be presented at each of the business sessions for winning tickets deposited at the start of the session and drawn at the close. Prizes will also be awarded to the winners of the golf and bridge tournaments.

In a change from previous policy, prizes will be selected by the association with funds made available by the contributing firms. Rumors reaching this reporter indicate that among the prizes may be beautiful Canadian furs from Holt-Renfrew.

The first two evenings, dinner will be cabaret style, with entertainment by a Broadway troupe, followed by dancing until curfew.

Hard at work on convention plans is Trevor Arkell, of Nabob Foods, Ltd., Vancouver, president of the association, with the assistance of the other officers and executives of the organization. H. J. Badden, of 1305 Metropolitan Building, Toronto 1, Canada, is secretary.

### **Lemon hint for tea packer salesmen**

A lemon wedge is easier to squeeze than a slice. It therefore gives more juice. Tell your customers to cut a lemon lengthwise into six or eight sections. If the pulp is cut diagonally, the wedge will fit on the lip of the glass.

IHW<sup>T</sup><sub>E</sub>A

## YOUR SHARE

It is more profitable to compete for new consumers of Tea than to strive for customers of other brands. Education through demonstrations, displays and informative advertising brings results. Millions in the USA can be sold the advantages of Tea. Are you selling your share of new consumers?

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# Europe's tea markets

*This picture of Europe's tea markets, pointing up basic factors and their effect on consumption in each country, is from the annual report of the International Tea Market Expansion Board, Ltd., London.—Ed.*

## UNITED KINGDOM

	Average 1934/8	Average 1947/9
Imports retained for home consumption	435,316,000 lb.	414,359,000 lb.
Population (mid-period)	47,081,000	50,065,000
Per capita consumption	9.2 lb.	8.3 lb.

No other industry of comparable nature and size is so dependent on a single market as the tea industry, for over 50 per cent of the world's exports are consumed in the United Kingdom. The maintenance as far as possible unimpaired of tea's dominant position in the United Kingdom is therefore an essential condition of the industry's prosperity.

During the past 11 years this object has had to be attained despite rationing and a system of bulk buying in which quality is inevitably at a discount. To these conditions, moreover there has been added since the war increasingly determined competition from other beverages which, in a country where tea accompanies every meal and almost every occasion, can hardly be successful except at tea's expense.

The market breaks down into two broad categories, namely, domestic consumption, which accounts for some 80 per cent of the total, and consumption through caterers, commercial and industrial, which makes up the remaining 20 per cent. In the conditions which have existed since 1939, and still obtain, any increase in the first field has been beyond the power of the Bureau, and must depend on an increase in, or the removal of, the ration. The Bureau, therefore, in addition to its overriding obligation to keep tea well to the fore in the public mind, and opinion favorably disposed towards it throughout these difficult years, has concentrated its operations on the non-domestic field.

July was the most significant month of 1950 for the industry in the United Kingdom. On July 16th, the ration was reduced from 2½ ounces per head with 224 hot beverages to the pound for caterers (it had been at this level since December, 1949), to 2 ounces per head with 280 hot beverages to the pound. This, however, was followed by the announcement on July 24th of the intention to reopen the London Auctions as from April, 1951.

Next to the abolition of rationing itself, this is the brightest prospect that could have opened up before the industry, for it will mean a return to selective buying, and allow the trade to re-establish its distinctive blends and pack a better quality tea. This in turn, it is hoped, will lead to a noticeable increase in brand advertising and promotion, which has been inhibited so long as firms which have built up a national reputation on tea have been unwilling to damage it by putting the full force of their salesmanship behind an article which has not come up to the standard which they set for themselves and is expected of them by the most discriminating tea-drinkers in the world.

## REPUBLIC OF IRELAND

Ireland's special interest is as a market for quality teas, a small population of just under three million consuming 22-23

million pounds per year. During the war supplies were severely restricted, the ration falling as low as ½ ounce per head per week. It has been steady at 2 ounces since mid-1948, and remains at that level, but since August, 1949, there has been in force a two-tier price system under which the tea ration is sold at the subsidized price of 2/8d. per pound and tea became freely available outside the ration at 5/6d. per pound. The maximum retail price was raised to 6/- per pound in February, 1950.

Although the purchase of tea has thus virtually been unrestricted for well over a year, the effect on the trend of consumption has not so far been easy to assess. There is, however, clearly an understandable reluctance on the part of the public to buy off-ration tea which, while twice the price, is of no better quality. The best evidence available shows that

	Average 1934/8	Average 1947/9
Net imports	22,815,000 lb.	23,530,000 lb.
Population (mid-period)	2,966,000	2,998,000
Per capita consumption	7.7 lb.	7.8 lb.

such tea at present accounts for about 10 per cent of grocery tea sales.

The Bureau has shaped its policy in the light of these facts. It can be summarized as follows: The main effort is being made through the grocers, with the use of point-of-sale display material, to persuade the public to take up more off-ration tea.

## NETHERLANDS

	Average 1934/8	Average 1947/9
Net imports	23,147,000 lb.	14,117,000 lb.
Population (mid-period)	8,516,000	9,800,000
Per capita consumption	2.7 lb.	1.4 lb.

Of all the Continental countries, the Netherlands represents the largest market for tea, both in terms of annual imports and of consumption per head. The repercussions of the war years have, however, seriously affected this market. For the five years of the German occupation no tea entered the country, and after the liberation supplies were so limited that strict rationing had to be enforced.

When, at the beginning of 1949, tea rationing was removed, it was found that the people of the Netherlands had become so used to drinking first, tea substitutes, and later, a weak, insipid brew without milk or sugar, that although tea was again freely available wartime habits had become so firmly fixed as to prevent an immediate return to the stronger brew which had formerly been popular.

Thus the removal of tea rationing was not, by itself, sufficient to result in substantially increased tea consumption. Nor has tea benefited directly from the fact that coffee, its main competitor, still remains severely rationed and has been subject to a marked rise in price, since the consumer tends to offset both these factors by increased usage of coffee substitutes. Although tea import figures since rationing ended are running at a slightly higher level than before, they are still well below the prewar average—the more so when allowance is made for the stocking up that has taken place

following the outbreak last year of the Korean war.

The Bureau in the Netherlands is therefore faced with a two-fold task—first, to restore tea to its prewar level of imports and, when this has been achieved, to profit from the growing population of the country by restoring per head consumption to the old rate of 2.7 pounds a year.

Since a program of this nature has little hope of success unless the tea trade of the country gives it their full support, the Bureau has directed its main effort during the past year to securing the maximum degree of trade cooperation.

A consultative committee on the lines of those already established in Switzerland and Denmark was formed at the end of 1949, but it has so far proved difficult to agree on a common policy. Proposals for a joint consumer advertising campaign initiated by the trade themselves have also not yet borne fruit. The trade has, however, accepted the Bureau's recommendations as to the minimum quantity of dry leaf required to make a good cup of tea, and a number of firms have now adopted the Five Golden Rules recipe.

#### SWITZERLAND

	Average 1934/8	Average 1947/9
Net imports .....	1,715,000 lb.	1,901,000 lb.
Population (mid-period) .....	4,168,000	4,609,000
Per capita consumption .....	.41 lb.	.41 lb.

Switzerland being a world tourist center and an international training school for hoteliers, restaurateurs and chefs, the Swiss market cannot be judged with reference to Swiss conditions alone. It has an influence on the catering trade throughout the world.

On the other hand, it is an expensive market in which to work. The beverage field is highly competitive, and tea is by no means a popular drink, most Swiss people drinking it occasionally, but very few regularly, and in some rural districts not at all. There are also widespread misconceptions about it, and about the best way to prepare it.

The Bureau's first object is therefore educational—to teach the Swiss people more about tea and how to prepare it as a full-flavored beverage sufficiently satisfying to tempt occasional tea drinkers to take it more often; secondly, to see that tea is properly made and served in the 30,000 catering establishments—not an easy task in a country which prides itself on culinary knowledge.

In these objects the Bureau has secured the full co-operation of the Swiss Tea Importers' Association, which, through the consultative committee set up for the purpose, has consistently supported the Bureau.

#### DENMARK

	Average 1934/8	Average 1947/9
Net imports .....	1,247,000 lb.	1,234,000 lb.
Population (mid-period) .....	3,722,000	4,190,000
Per capita consumption .....	.34 lb.	.29 lb.

In deciding to extend its operations to Denmark at the end of 1949, the Board was influenced by the fact that, of the Scandinavian countries, Denmark had the highest per head consumption. Import restrictions also had been relaxed in September, 1949, when tea was de-ationed.

The Danish Tea Association, moreover, is a live and en-

(Continued on page 56)

## UNCOLORED JAPAN GREEN TEA IS BACK!



— Ask your Importer

## Tea Movement into the United States

(Figures in 1,000 pounds)

	April 1950	May 1950	June 1950	July 1950	Aug. 1950	Sept. 1950	Oct. 1950	Nov. 1950	Dec. 1950	Year 1950	Jan. 1951	Feb. 1951	Mar. 1951	April 1951	May 1951	June 1951
<b>Black</b>																
Ceylon	2,987	3,985	5,042	4,837	5,389	5,065	2,925	2,748	2,104	44,266	1,878	2,125	2,991	2,900	2,597	2,309
India	3,850	3,709	2,967	1,301	1,178	2,906	3,840	5,119	3,228	41,678	3,713	2,894	4,000	4,460	5,888	2,233
Formosa	301	331	115	70	306	234	891	835	450	4,556	136	236	253	366	197	284
Java	872	1,335	461	600	791	578	687	365	397	8,206	595	583	844	774	549	552
Africa	708	1,159	644	453	764	335	90	1,149	873	6,933	886	450	714	747	715	684
Sumatra	100	133	102	71	134	77	43	61	10	952	55	200	196	29	20	75
Congou	...	1	1	7	15	2	22	8	31	93	12	6	3	13	2	...
Misc.	165	165	31	48	33	30	160	249	149	1,127	31	52	21	69	27	205
<b>Green</b>																
Japan	107	66	397	907	948	921	462	256	66	4,523	16	27	267	68	8	193
Ping Suey	...	...	...	30	1	6	29	37	4	106	83	22	...	...	...	...
Misc.	...	...	3	41	40	43	69	55	55	442	15	1	17	10	32	...
<b>Oolong</b>																
Formosa	42	3	7	...	9	20	187	170	4	534	7	44	41	25	26	21
Canton	9	8	11	3	15	33	45	13	13	163	11	7	18	21	6	5
Scptd Cntn	6	5	9	7	22	35	48	15	7	180	11	10	36	21	6	1
Misc.	...	...	...	...	6	10	5	3	...	15	...	...	11	...	...	...
<b>Mixed</b>	3	4	...	3	12	23	37	20	6	137	5	10	20	15	2	9
<b>TOTALS</b>	<b>9,150</b>	<b>10,924</b>	<b>9,791</b>	<b>8,377</b>	<b>9,063</b>	<b>10,318</b>	<b>9,540</b>	<b>11,109</b>	<b>7,395</b>	<b>113,811</b>	<b>7,460</b>	<b>6,667</b>	<b>9,432</b>	<b>9,518</b>	<b>10,075</b>	<b>6,571</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

## U. S. tea imports continue at high level, fiscal year record shows

Teas passed for entry into the United States during the fiscal year ending June 30th, 1951, topped by more than 2,000,000 pounds the high volume of the preceding fiscal year.

In the year ending June 30th, a total of 106,126,494 pounds were imported, against 104,007,465 the year before, according to the compilations by Charles F. Hutchinson, U. S. Supervising Tea Examiner.

Both these years were far ahead of the imports in the fiscal year ending June 30th, 1949, when 88,199,265 pounds were brought into the country.

### Leading sources

In the 1950-51 fiscal year, India held her traditional place as the largest single source of tea for the United States. She sent 40,762,814 pounds, while Ceylon shipped 37,868,375.

In 1949-50, India's margin was wider—42,614,371 to Ceylon's 33,803,778. But in 1948-49, the situation was drastically reversed, with India supplying 24,184,791 pounds to Ceylon's 40,049,304.

Africa took a decided jump forward in the most recent fiscal year as a supplier of tea to the United States. She shipped 7,860,179 pounds here, as against 5,522,587 in 1949-50 and 5,123,520 in 1948-49.

Formosa, which sent 6,266,464 pounds of black tea in the year ending June 30th, 1950, dispatched only 4,256,862 pounds the following year.

Sumatra's shipments were only 972,143 pounds in 1950-51, compared with 1,407,477 in 1949-50 and 1,158,150 in 1948-49.

Brazil, a source of tea for which shipments of no significance were recorded in 1948-49, supplied 224,664 pounds in 1949-50 and 576,848 pounds in the year ending this past

June 30th.

Japan has been forging slowly but steadily ahead in re-summing its position as a source of green tea for the United States. In 1950-51, 4,458,491 pounds from Japan were passed for entry, against 4,153,618 in 1949-50 and 3,960,228 the year before.

Of the 1950-51 total of tea imports into the U. S., 100,233,813 pounds were black tea, 4,732,555 were green, 970,742 were oolong and 189,384 were mixtures.

In 1949-50, 98,854,043 pounds were black, 4,202,487 were green, 833,397 were oolong and 117,538 were mixtures.

The 1948-49 totals were 83,399 black, 4,310,594 green, 397,409 oolong and 91,427 mixtures.

Most of the tea imports moved through New York, as usual. This port accounted for 80,449,180 pounds out of the 1950-51 total, while 13,861,725 went through Boston, 11,279,719 through San Francisco, 367,865 through Seattle and 168,005 through Honolulu.

November, 1950, was the top month for tea imports in the past fiscal year, with 11,108,594 pounds passed for entry. September, 1950, was next, with 10,317,572 pounds, and May, 1951, followed with 10,075,276 pounds.

The total volume of tea examined during the past fiscal year reached 106,266,696 pounds, but 140,202 pounds were rejected.

### Instant Tender Leaf Tea continues free-jar-for-any-tea-boxtop offer

Standard Brands, Inc., is continuing to offer a free jar of Instant Tender Leaf Tea for a boxtop from any brand of tea or tea bags.

Housewives are asked to write their names and addresses on the boxtops and mail them to Instant Tender Leaf Tea. They are reminded grocers have available handy envelopes, already addressed.

The tea company, in return, mails back coupons good for two and a half ounce jars of Instant Tender Leaf Tea, "absolutely free."

## Restaurant iced tea sales boosted by two-ounce formula, survey shows

Compared with the same point in 1950, this year's tea sales to restaurants and hotels are up 33 per cent, according to Dr. Hans Zeisel, research director of the Tea Bureau, Inc. This increase is due largely to the wide acceptance by restaurant management of the now famous two-ounce formula for iced tea with that "homemade" flavor.

This formula for making iced tea in restaurants is fully endorsed by the National Restaurant Association and is supported by Tea Council advertising, publicity, promotion and merchandising. Developed to offset consumer resistance to weak, tasteless iced tea, the two-ounce formula has in many instances doubled restaurants' iced tea sales.

In Clifton's famous cafeteria in Los Angeles, where more than 12,000 people are served daily, a special counter is set up for iced tea service. The tea, attractively merchandised and displayed, is placed at the counters in bottles. When it is ready to be served, the tea is poured into ice filled glasses garnished with a lemon wedge.

This attractive service, plus effective Tea Council merchandising aids, has enabled Clifton's to double iced tea sales.

The current Tea Council iced tea campaign, representing an expenditure of more than \$550,000 and featuring advertisements in Life, Look, The Saturday Evening Post and 33 metropolitan newspapers, is creating intense new interest in iced tea and is sending many new iced tea customers into hotels and restaurants.

Tea Council sales promotion and merchandising materials, newly designed and tested in the field and bearing a family resemblance to the national advertising, include a 32-inch tea easel; a 15½-inch cardboard iced tea glass; a three-dimensional iced tea glass; back bar strips; menu tip-ons, and iced tea recipe cards. A full scale publicity program is also behind the Tea Council's efforts.

### **Boston tea trade gives "bon voyage" dinner party to John F. Halloran**

A "bon voyage" dinner party was tendered to John F. Halloran, of the Salada Tea Co., Boston, at the Statler Hotel in Boston last month. Mr. Halloran, who has been associated with the Salada Tea for many years in the tea buying department, sailed later in the month from New York on the "Queen Mary" for a tour of inspection which will take him to London, Cactus and Colombo, with visits to many tea gardens in North and South India and Ceylon.

The dinner committee was headed by Harry B. Leussing and A. W. MacAdam, of Boston. The festive occasion was attended by 38 members of the tea industry, who paid tribute and homage to John Halloran in a manner reflecting the high esteem in which he is held by the tea trade.

Members of the industry who journeyed from New York City to be present were Henry P. Thomson, C. W. Felton, Robert Compton, Herbert C. Lear and O. J. Conway.

### **Tea bag mailing plugs Iced Tea Time song**

Band leaders, radio directors and others last month received a one-page mailing to which was attached a tea bag.

The mailing was from the Vogel Music Co., Inc., New York City song publishers. It urged band leaders to program "Meet me in St. Louis, Louis," selected as official song of National Iced Tea Time.

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Member: Tea Association of the U. S. A.



## "Take tea" theme set for 1951 convention of Tea Association

Advance registrations are now being made for the sixth annual convention of the Tea Association of the U. S. A., to be held again this year at The Greenbrier, White Sulphur Springs, West Virginia. The 1951 convention, to take place from September 30th to October 3rd, will mark the third consecutive year tea interests have met for combined business and pleasure at this beautiful 6,500-acre estate in an upland valley of the Alleghenies.

Edward J. Vinnicombe, Jr., vice president of the Tea Association, has announced that this year's program, the theme of which is "Take Tea and See," will be important to all allied with the tea industry—importers, packers, grocers and restaurateurs. Prominent figures in the grocery, tea, hotel and restaurant trades will speak on the tea outlook for the future. Government leaders as well as authorities from abroad will analyze the significance of latest world events to world production and distribution of tea.

Final plans for the convention program were submitted to the board of directors of the Tea Association at their July meeting. It is expected that the sixth annual tea convention will be the most successful and enjoyable to date.

### John A. Pierce resigns Tea Association post to join Keynon & Eckhardt agency

John A. Pierce, who was general manager of the Tea Association of the U.S.A. since early in 1950, recently resigned that post to join Keynon & Eckhardt, Inc., New York City advertising agency.

For two years before he went to the Tea Association, Mr. Pierce was director of operations for the Tea Bureau, Inc. Prior to that he was an executive with the McFarland, Aveyard Advertising Agency in Chicago.

During World War II, he was a naval officer on sea duty for four years in the Atlantic and Pacific, leaving the service as a lieutenant commander.



John Pierce

### C. P. McCormick named U.S. employer delegate to International Labor Organization conference

Charles P. McCormick, president of McCormick & Co., Inc., Baltimore, Maryland, has been appointed employer delegate for the United States to the International Labor Organization conference by President Truman for the third successive year. The conference convened in Geneva, Switzerland, on June 6th, 1951, preceded by a meeting of the governing body of which Mr. McCormick is a member.

His appointment resulted from the joint recommendation of the Chamber of Commerce of the United States and the National Association of Manufacturers, since the Constitution of the International Labor Organization provides that the employer delegate shall be chosen by the government in agreement with the organizations most representative of employers.

The Chamber and the NAM have also announced that both organizations already have decided on Mr. McCormick's renomination again in 1952.

### More tea acreage in East Africa

Local consumption in British East Africa during 1950 was estimated at 9,000,000 pounds, supplied from domestic production except for small imports of selected Ceylon and Indian teas.

Carry-over stocks of tea on January 1st, 1951 amounted to 360,000 pounds, compared with carry-over stocks of 1,900,000 pounds on January 1st, 1950.

Until 1950, the shortage of seed was the principal factor limiting expansion of tea-producing areas in British East Africa. Nurseries are now well stocked with locally developed seedlings, and a steady increase in acreage is expected.

### Russian tea specialists meet

Tea specialists from all over the Soviet Union have held a conference at which it was announced that tea has been grown in Russia where it was never grown before, reports The Planters Journal and Agriculturist, Calcutta.

The specialists were told that Moldavian experts are developing a method of growing the tree variety as well as bush type of tea.

They also learned that Dr. Xenia Dakhyadze had produced a new type of tea which gives a high yield and is resistant to cold.

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**Union Special**

**Machine Company**

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## Europe's tea markets

(Continued from page 52)

thusiastic body prepared to offer firm support and had already carried out a small cooperative advertising campaign on its own, using some of the Continental Bureaus' prewar advertising material as a pattern. This helpful attitude has greatly assisted the Bureau in its first year of operations.

Coffee has always been the recognized drink of the Danes, who before the war drank an average of 17 pounds per head per year. It is still severely rationed and, as in other countries, has risen sharply in price, so that it is frequently mixed with substitutes. Even so, coffee is still regarded as a stimulating beverage, whereas tea is known only as a weak and tasteless drink to which lemon is sometimes added. Other important competitors are cocoa and milk.

A small market survey undertaken on behalf of the Bureau during the summer, however, revealed that 80 per cent of the people claim to drink tea occasionally. It is mostly consumed in the evening either with supper or just before going to bed, the habit, where it exists at all, being strongest among town-dwellers and the upper income groups.

In formulating the policy to be followed in Denmark, the view was taken that the best chance of success lay in promoting tea as an entirely new beverage, taken with milk and sugar, so that it would be stimulating enough to provide an acceptable alternative to coffee and other non-alcoholic drinks.

	<b>BELGIUM</b>	
	Average 1934/8	Average 1947/9
Net imports	607,000 lb.	1,015,000 lb.
Population (mid-period)	8,613,000	8,849,000
Per capita consumption	.07 lb.	.11 lb.

These figures include Luxembourg

After reviewing the Belgian campaign in the light of the Board's policy and the progress made in two full years of operations, the Board has decided that the potential of this market does not justify the continued expenditure of funds which could be more profitably employed elsewhere. The campaign is therefore being closed down at the end of the current financial year.

Belgium has never been a tea-drinking country, the vast majority of the population regarding it rather as an occasional drink. A Bureau had been established in Brussels before the war and this was re-opened at the end of 1948

## Brazil ships more tea to U.S.

Brazil last year shipped 242,087 kilos of tea to the United States, or approximately 532,600 pounds, about 16 times as much as in 1949, according to a recent report in *O Estado de São Paulo*, São Paulo newspaper.

This tea, almost entirely from the Vale da Ribeira region of the state of São Paulo, was especially grown and packaged for the U. S. market.

While Brazil's share of the U. S. market rose sharply, it was still reckoned at only about .5 per cent of all tea consumed by the United States.

Brazilian tea growers at present would not be able to supply more than about 1.5 per cent of the U. S. market even if they sold their entire crop to the United States, the paper said.

COFFEE & TEA INDUSTRIES and The Flavor Field

## Advances in package printing

By DR. A. C. ZETTEMAYER, Research Director  
National Printing Ink Research Institute

*Package effectiveness depends not only on design but also on the way that design is put onto the package. That's why this summary, from a report to AMA's recent Packaging Conference, is so helpful. It gives you facts about an aspect of packaging which, though vital, is all too often neglected by coffee, tea, spice and flavor packer.—Ed.*

Even with the inroads of other printing methods, letterpress still accounts for about 75 per cent of the printing of all packaging materials.

It permits strong, solid prints, sharp clear-cut effects and excellent multi-color work. New high-speed rotary letterpress machines have been recently put into use for printing labels and cartons. The printing ink makers have been continually improving and developing letterpress inks. As speeds increase in the packaging field to help reduce costs, it is evident that printing inks are available to meet the needs.

Steam-set inks used in letterpress printing continue to make remarkable progress in the packaging field. These inks dry due to precipitation of the binder from a glycol type solvent when exposed to steam or even to the moisture in the paper stock. About 50 per cent of corrugated boxboard is reputed to be printed with this medium. Furthermore, about 80 per cent of all Kraft bag printing is now printed with steam-set inks. Chief objection to steam-set inks is their lack of gloss, but rapid drying, non-toxicity and faintly pleasant odor allow their use to increase.

The expanding use of aniline printing to about ten per cent of packaging printing continues to be one of the outstanding trends in the production of packaging and wrapping materials. The method is essentially letterpress, although the use of alcohol-type solvents and rubber plates have set this process apart. The inks are fluid-containing soluble dyes and, now, pigments to gain opacity.

Most glassine, foil and cellophane wraps are printed with aniline inks on rather simple presses in continuous rolls. Often heat is applied just after printing to set the ink into the surface. The new plastic films have entrenched aniline printing further, because these difficult surfaces can be handled well if the proper solvent is employed in the ink so that a "bite" into the film occurs. Even the most difficult film, polyethylene, is now printed with the aniline or the letterpress process.

Coverings for set-up boxes have been printed by the aniline process for a number of years, and now recently boxboard has been successfully run with this process. Some Kraft and jute liners for corrugated boxes and display cartons are also printed by the aniline process. These examples emphasize that aniline printing is no longer restricted to glassine, cellophane and other films and foils.

Nevertheless, like the other processes, the aniline process has its restrictions. It is best suited to solids, lines and type. Coarse halftones can be printed successfully, but process color

work is better left to other printing methods.

For gloss and adhesion, shellac has been the most effective resin binder, holding the pigment to the surface. This resin suffers from the disadvantages of being a variable natural product with a fluctuating price. Currently, the National Printing Ink Research Institute is helping to develop allyl starch as a substitute. This resin shows ample promise of replacing shellac in some aniline ink applications. This example serves as one sample of improvements under developments from the ink formulation point of view.

Offset lithography accounts for only about five per cent of packaging printing, but it is definitely on the increase. This is because of the minimum amount of "makeready" (preparation of the form for printing), the low cost of the plates and plate preparation (similar to aniline printing), the flexibility of the process, which allows corrections to color and text in short time, and versatility in relation to the surfaces printed.

Widely used in tin printing or metal decorating because the ink is printed from a rubber blanket rather than from hard type, it is also used successfully on rough, uncoated paper stocks. Dry offset, plus subsequent baking, has been successfully employed on repeat containers, cylindrical items, molded plastics, as well as films. High production speeds and excellent process color work can be obtained with the lithographic method.

Rotary gravure printing possesses the same advantage as aniline printing in that inline units such as coating and cutting equipment can be installed. The inks are quite fluid

(Continued on page 64)



Albert Ehlers, Inc., of Brooklyn, N. Y., is packing its complete line of 24 different spices in new cartons designed and made for them by the Robert Gair Co., Inc., New York City. Large type gives prominence of kind of spice and to brand name. Windows are cellophane.



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CORRUGATED PAPER PRODUCTS SINCE 1919

## Black plate cans put under quotas for first time

The National Production Authority has revised its basic order regulating the use of metal cans by packers, establishing for the first time quotas and preference ratings on the use of cans made of black plate, previously not subject to use restrictions.

It has been necessary to bring black plate under use limitation restrictions because of the shortage of steel, NPA said. Up until now packers have been permitted to use black plate cans without restriction for the packing of such products as dry spices, coffee and numerous other items which do not require a tin coating on the can.

However, effective July 1st, no packer is permitted to use cans for any purpose other than for packing the products listed in Schedule 1 of the order, and then in accordance with the can specifications and quota limitations in the schedule. This restriction applies to the use of cans of all types.

The revised order continues the previous provision of M-25 which establishes manufacturing and delivery preferences. When unable to schedule all orders for cans for delivery on required dates, can manufacturers must schedule their operations and select the orders to be placed in their production schedules according to the following preferences:

1. All DO rated orders and any other orders under NPA directives.
2. Requirements for cans to pack products designated with the letter "A" (primarily perishable food products) in Schedule 1 of Order M-25.
3. Requirements for cans to pack products designated with the letter "B" in Schedule 1 of Order M-25.

Orders for cans with "B" designation must not be filled if by so doing the manufacturer will be unable to meet deliveries for cans with an "A" designation.

Dry coffee is given a B preference in Schedule 1 of Order M-25 and a use-quota of 100 per cent of the base period. Of course, whether packers actually receive the number of cans permitted to them is another matter.

Frozen liquid concentrate coffee also has a "B" rating, and a quota of only 75 per cent. Soluble coffee, too, has a "B" rating, with a quota of 90 per cent.

Spices and condiments, like dry coffee, have a "B" rating and a 100 per cent quota.

## Packettes

PMMI: The Packaging Machinery Manufacturers Institute will held its 19th annual meeting October 13th-17th, 1951, at the Mid Pines Club, Southern Pines, North Carolina, according to announcement by Boyd H. Redner, general manager of the Battle Creek Bread Wrapping Machine Co., who is president of the Institute.

**Cellophane Label Paper:** A new, instantaneous heat-seal label paper, Promset 201, specially designed for permanent adhesion to all types of cellophane, cellulose acetate, glass and paper, has been announced by the Mid-States Gummed Paper Co., Chicago.



# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## Grenada — the nutmeg isle

By JAMES H. KEMPTON

*(The nutmeg is booming, according to this article from Foreign Agriculture. Here's a detailed picture of Grenada's nutmeg and mace production, including facts about economic trends on the island likely to affect the nutmeg outlook. —Ed.)*

### Part 1

Nutmeg, to the people of the British island of Grenada, is daily employment and a reasonably comfortable livelihood. The owners of nutmeg estates are modestly affluent and lead a pleasant life on their meticulously groomed island paradise. These days the nutmeg is booming.

Grenada, one of the links in the British Empire's West Indian chain of Windward Islands, is the spice island of the Western World. And its spices, except for cinnamon and a few cloves, are nutmeg and the companion product, mace.

How Grenada became the foster home of the nutmeg is not known. Having no gold, silver, or pearls and little flat land, this tiny volcanic gem was ignored by the Spanish Conquistadores, who had more important interests on the nearby continent. The island was inhabited by the fierce Caribes, and the Spaniards saw no reason to dispossess them.

Not so with the British and French, between whose empires the island ownership shuttled for a century. However, even with these two contenders for the mastery of the New World, and especially for islands useful in the control of the seas, settlement of Grenada came late. The British made one short-lived attempt at colonization in 1609 and withdrew. For a while Grenada was truly given back to the Indians, but not for long.

In 1650 the French moved in and acquired full legal title in traditional fashion with glass beads, some knives, and, for the Caribe Casique (chief), two bottles of brandy. When the brandy was gone and the Casique's head had cleared, he regretted his bargain and wanted his island back. Instead the Caribes were exterminated, the story being that they made their last stand at Morne de Sauters where all that was left of the island tribe, some 40 brave, determined warriors, jumped to their death from the high cliffs into the sea.

Grenada eventually passed to the control of the French Crown and was lost by the Bourbons to the British in 1782. It was George III of Revolutionary fame who created its government. While the British were engaged with General George Washington, the French moved in again on Grenada and held the island from 1779 to 1795 when it passed to the British by treaty. There were internal troubles in that period of ferment that climaxed the French Revolution, but British rule has never been seriously in question since 1795.

As with most of the West Indies, Grenada began as a sugar and indigo culture supported by slave labor. In 1834,



Natives of Grenada cracking mace from nutmegs.

the British freed the slaves and in so doing doomed the sugar economy.

The freeing of the slaves created a labor problem, and in 1837 indentured East Indians were introduced. Over the next five years, 2,022 were landed but the project was never successful and today none are left, nor have they left among the African population any visible genetic evidence of their sojourn. Those who did not die or voluntarily migrate were transferred to Trinidad and the effort to use East Indians in Grenada was abandoned.

Some time during this period, when East Indians were being shipped to Grenada, nutmegs reached the island. Perhaps the East Indians brought the nuts, or those who brought the East Indians were farsighted enough to bring with them some of the agricultural products of the East.

Grenada nutmegs must compete with those from Molucca in the East Indies where the nutmeg is native. The competition, as in so many of these things, is one of labor cost, because the culture is a hand operation from tree to sack. When the Far Eastern supply was cut off, the Grenada industry had a monopoly market and, indeed, with the continued unrest in the Indonesian Republic and neighboring islands the Grenada production became practically the world's supply. Even before this, however, the nutmeg had won a secure place in the agriculture of Grenada and evidently the island is quite capable of competing in peacetime on the world nutmeg market.

Nutmeg trees are large, slow to mature compared with our tree fruits, and need little care. They do, however, require fertile soil, ample rain, and plenty of sunshine. Without

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regular sun the essential oil, which is the nutmeg's value, does not develop. Also, the trees appear not to do well at sea level but thrive from 400 to 1,000 feet or somewhat higher.

Grenada fulfills all these requirements and has an additional advantage over its sister islands. It lies south of the hurricane belt. This is an important consideration with a tree crop that matures slowly. The nutmeg tree does not reach full bearing until 15 years of age, after which time it will bear annual crops for 20 years. At about age 40, the trees, although large and apparently healthy, evidently tire and bear fruit only every other year. A good tree during its prime will produce about 200 pounds of nutmegs annually.

The tree itself has a pleasing shape and attractive foliage. There are both female and male trees, but of course only the females are of direct value to producers. At planting time, there is no means of determining from the seed nuts which will bring forth a male, or drone, tree, and therefore four nuts are commonly planted at each point where a bearing tree is wanted. No one has as yet succeeded in detecting the sex from seedling characters but, as the Grenadians say, some trees "declare" themselves in three or four years.

If they "declare" themselves to be females, the other saplings are removed. The laws of chance being what they are, in one out of 16 hills, on the average, all four seedlings will be males and the planter must begin again. No males are saved, as evidently there are enough scattered about to take care of the fertilization of all the female flowers.

## Mustard acreage in U. S. larger than last year but still under average

The 1951 planted acreage of mustard seed in the three commercially important producing states of Montana, California, and Washington is estimated at 48,900 acres, according to the Bureau of Agricultural Economics. This acreage is 19 per cent more than was planted in 1950 but 42 per cent less than the 1940-49 average.

The acreage devoted to growing mustard seed reached a peak in 1941 with 186,500 acres, and plantings remained at comparatively high levels until 1947. Sharp reductions occurred in 1948 and 1949, but an increase took place in 1950 and again this year to bring acreage up to a little more than one-half of the 1942-47 level.

As usual, Montana has by far the bulk of the acreage, its 46,000 acres representing 94 per cent of the total seedings. This acreage is 18 per cent more than in 1950, but 32 per cent below the state's average.

Freezing weather late in May and early June killed some of the Montana mustard shortly after emergence, but most of this acreage was reseeded. There will be two stages of growth in reseeded fields, and although it is expected that some shattering will occur in the first growth before the second is mature, fairly good yields are in prospect.

Growing conditions have been favorable in all three states, with the average condition reported at 85 per cent of normal compared with 80 per cent last year.

Imports of whole mustard seed during the calendar year 1950 totalled 16,062,784 pounds compared with 8,098,237 pounds in 1949 and the 1939-48 average of 4-897,803 pounds.



# Trace components in flavor formulations

By J. V. WIGGERS de VRIES

In the art of flavor compounding, a very interesting but difficult subject is the incorporation of trace components. It is often a problem to decide which of the great number of components which enter into a flavor formulation can be considered to be a trace constituent, and to give an exact description of this class of additions is even still harder.

Generally speaking, trace constituents may be considered to be those additions used in very small quantities and bearing an odor which may have no direct resemblance to the fruit but, because of their great strength, change the mixture and give it a more natural note and life, emphasize other components present or strengthen the flavor as a whole. Most flavors will benefit very much from the addition of trace components, and the improvement is much greater than the added amount would lead one to suppose.

The knowledge and intuition which trace elements will produce in a desired effect, or which trace elements will heighten in the impression of other components present, is of great importance to the flavor compounder and may be decisive for the quality of his compositions. Fixed rules do not exist for the incorporation of a definite trace in a certain flavor, and therefore experience and intuition are of a very great value.

The right trace additions are sometimes only found after prolonged trials, in which series of flavors are made, all from the same ingredients in the same amounts, but to every one is added a different trace compound. After some maturing it may be possible that a choice can be made, or an idea may be found in which direction to continue one's experiments. More often, however, nothing of value is found, the samples have to be rejected and to another series new trace additions have to be added.

In this so-called hit or miss method, success is very seldom immediately attained. When, however, after many trials it is clear what trace addition has to be added, the determination of the right amount usually does not provide much difficulty.

From the foregoing comments, it is clear that a certain

component may act as a trace constituent in one case, while in another case it may be the principal component of the flavor base. A good example is diacetyl, which is present in certain butter flavor bases to the amount of 50 per cent or more, and thus is the principal element, while on the other hand diacetyl may be incorporated as a trace constituent in strawberry flavors in quantities of less than one-half per cent.

We will now consider a number of specific flavors to which certain trace components may be added, and afterwards name some trace elements which may be used for more than one flavor. It must, however, be made clear that the following summary is a matter of personal likes and experiences, and there undoubtedly exist other trace components which serve as well in certain instances. It will, however, be possible to obtain from the following information a general idea of the uses and possibilities of trace components in flavors.

Banana flavors compounded along the usual lines, with benzylpropionate, amylacetate, ethylcaproate, etc., will benefit very much from the addition of traces of camomile oil. For this purpose a quantity of five to ten grams per flavor-base will usually be sufficient. Roman camomile oil is in this case preferable to the German camomile oil.

To walnut flowers several trace additions can be made. A lack of floweriness may be overcome by cyclamen aldehyde, which may be considered an important adjunct to the flavor. It increases in a most satisfactory way the meatiness of the flavor. An equally important trace constituent is valeric acid, which is in fact practically indispensable for a good walnut flavor. Great care is, however, necessary, especially with these two additions, as too large an amount is detrimental to the flavor. It is therefore advisable not to make a final decision immediately, but only after some mature time.

A chemical often overlooked but with good possibilities in this flavor is 4-methyl 7-ethoxycoumarin. It is a white crystalline synthetic, which in solution has a fine soft and round walnut taste. It is only sparingly soluble, but as its taste is very strong, only small quantities are necessary.

To apricot flavors, phenylacetaldehyde is often added as a trace constituent. It increases the skin taste present in apricots. Its dimethylacetal has a greener and sharper note and also gives good results. Coriander oil is of even higher value as a trace component, as it imparts a velvety smoothness and naturalness to this flavor.

Pear flavors, based on the esters of hexyl alcohol and geraniol, may also be improved with trace additions. Formerly ambrette seed oil or angelica oil were often added to this flavor in small quantities, but it is interesting to note the difference between a pear flavor to which one of these oils has been added and the same composition to which ambrettolid has been added instead. Both have a round mellow taste, but the latter is definitely finer and cleaner in taste, as undesirable constituents, present in ambrette seed oil or angelica oil, do not influence the flavor. Thus it is clear here that only the large ring ketone is of importance for the flavor.

It may be of interest to mention the importance of the large ring ketones for general use in flavors. These chemicals may be considered to provide an excellent example of trace additions. In fine perfumery, exaltolide, civetone and ambrettolide are now generally used and greatly valued



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for their properties in improving a composition and blending it into homogeneous whole. In flavors these possibilities exist as well.

For general use especially, exaltolide is invaluable. After some maturing it rounds off, a flavor in a most satisfactory way, and it can be used in flavors on even smaller quantities than in perfumery. The necessary amount is dependent on the flavor, as for instance citrus flavors must contain less than strawberry formulations. Generally speaking, 5 to 20 gr. of a 10 per cent solution of exaltolide will be sufficient per kg. flavor-base.

For special purposes, ambrettolide and civetone can be used, the former, for instance, in apple and pear flavors, the latter in raspberry compositions.

(To be continued. From *The Perfumery and Essential Oil Record*, London.)

## Flavorettes

### Stevenson heads OPS essential oils, flavor section

Ralph M. Stevenson has been appointed chief of the Essential Oil, Flavor Materials and Perfume Materials Section, Chemical and Drugs Branch, Rubber Chemical and Drugs Division, Office of Price Stabilization, Washington, D. C.

Mr. Stevenson is a director of Givaudan Flavors, Inc., manufacturers of aromatic chemicals and natural and imitation flavors, and is midwest sales manager of the company, with headquarters in Detroit.

In addition to his many years of experience with aromatics and with flavor and perfume materials, Mr. Stevenson is equally familiar with the crude drug and the pharmaceutical industries.

### Mollner completes plans for extension

Plans have been completed for the new plant of the E. R. Mollner Co. at 2405 Forney Street, Los Angeles 31, Sales Manager O. R. Bostelmann has announced.

The firm expects to occupy the new quarters in September. More than double the capacity of the present plant will be available in the new one.

After the move, a number of new flavoring products will be added to the Mollner line, Mr. Bostelmann indicated.

### Introduces liquid spices in capsule form

Liquid spices in capsule form—preweighed to eliminate weighing or measuring by the processor—have been introduced by Pilotlab, Evans City, Pa.

The liquid spices are essential spice oils and are contained in capsules made of edible gelatin. Now available in this form are pepper, coriander and nutmeg.

To use the capsules, they are first dissolved in boiling water. The resulting solution can be quickly cooled by adding chipped ice or by placing it in a refrigerator. The product is also soluble in concentrated syrup and oils, it was reported.

The brand name of the new product is Spice Capso-lettes.

### New brochure on vanilla published

A new 20-page brochure on vanilla has been published by the flavor department of Dodge & Olcott, Inc. The brochure contains a brief but informative study of vanilla beans and derivative products, plus 14 pages of formulas for manufacturing and professional use.



Vanilla beans and vanilla concentrates prepared by D&O are discussed and carefully defined. Information pertinent to their use, solubility, constituents, etc., is thoroughly described.

#### Kohnstamm honored for century of service

For its century of service to the food industry, H. Kohnstamm and Co., Inc., has been awarded membership in The Hundred Year Association of New York.

#### Joseph Rudolph on trip to West Coast, Canada

Joseph F. Rudolph, president of Dodge & Olcott, Inc., New York City, and Mrs. Rudolph are on an extended trip through the Midwest, the West Coast and the Canadian Rockies. Mr. Rudolph plans to combine business with pleasure and will visit D&O branch offices in Chicago, Los Angeles and San Francisco during his western tour, returning to New York about September 1st.

#### Pocket-sized wholesale price list issued

An attractive pocket-sized wholesale price list has been issued by Florasynth Laboratories, Inc., New York City.

The price list covers essential oils, imitation essential oils and primary or basic certified food colors.

#### U.S. pepper imports up

The United States imported 26.0 million pounds of black pepper from India in 1950, compared with 20.2 million pounds in 1949, 18.9 million pounds in 1948, and an annual prewar average of 1.1 million pounds.

Imports of black pepper into the United States from Indonesia amounted to 5.6 million pounds in 1950, compared with 3.7 million pounds in 1949, 5.2 million pounds in 1948, and an annual prewar average of 47.3 million pounds.

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### More rape and mustard acreage in India

India's 1950-51 rape and mustard area is placed at 1,874,000 acres, according to the second official estimate. This estimate does not take into account acreage under rape and mustard in Madhya Pradesh and that under the mixed crop in the Uttar Pradesh. The final official estimate may be about 180 per cent higher than this figure.


The corresponding estimate of 1949-50 rape and mustard was 1,739,000 acres. The 7.8 per cent increase in this season's area is reported to have occurred mainly in the Punjab, Assam and Pepsu, and has been attributed to good rains at sowing time and extension of cultivation.

### Cacao imports rise

The United States imported 659 million pounds of cacao beans valued at \$167 million in 1950, compared with imports of 629 million pounds valued at \$124 million in 1949, 546 million pounds valued at \$194 million in 1948, and annual average prewar (1935-39) imports of 595 million pounds valued at \$32 million.

The average import valuation per pound of cacao beans increased from 5.4 cents in the prewar period to 35.5 cents in 1948, dropped to 19.8 cents in 1949, and rose to 25.4 cents in 1950.

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### Coffee, tea, spice packers meet retailer request for two-cent coupon fee

Leading coffee, tea and spice packers are among companies which have complied with the request of the NARGUS Merchandising Committee that retail grocers be paid two cents as a handling fee on coupons.

A recent list of companies which have agreed to the two-cent fee included:

American Home Foods  
Beechnut Packing Co.  
Durkee Famous Foods  
J. A. Folger & Co.  
Thomas J. Lipton, Inc.  
Standard Brands Inc.  
Tetley Tea Co.

### Recent premium offers by coffee, tea packers

Recent premium offers by coffee and tea packers included these promotions:

Thomas J. Lipton, Inc., offered a miniature cleaver, worth \$1.00, for 35 cents and a boxtop from any size package of Lipton Tea or Tea Bags. The deal featured a double-your-money-back guarantee, possibly the first time this device was used with a premium offer.

McCormick & Co., Inc., offered a Bru-O-Lator Teapot for \$1.29 and a McCormick Tea boxtop.

### Package printing

(Continued from page 57)

and fast drying, allowing many difficult surfaces to be printed with a wide range of tone value. Like aniline, also, less skill is required than for offset or letterpress. About ten per cent of packaging printing is now done by the gravure process. Materials as divergent as boxboard and plastic film are now successfully printed by the gravure process.

Probably the major limitation is that the plates are more expensive to prepare than are those for any other type. Thus, long runs should be anticipated if the process is employed and changes and corrections must be minimized.

It would seem ill-advised as well as contrary to the fact to state that any one process was ideal and all others less economical for any specific type of work. Even though this may be true for one product under one set of conditions, all that need be done to alter the situation completely is to move it into a differently equipped shop or to a different city.

Cost of ink versus quality is an even more controversial problem. Certainly, inks are a small portion of the cost of a given job and the best job cannot be done with the lowest cost ink. Yet quality does not derive from the use of quality inks. It must be remembered, too, that ink costs do not set the cost of the job. Offset inks tend to be the most expensive and aniline inks the cheapest, yet this does not necessarily mean that unit costs will be in the same order.

Progressive printing establishments are acutely conscious of quality and have established standards on which they buy. The National Printing Ink Research Institute is helping the ink maker develop test methods and instruments for viscosity, tack, rubproofness of prints and other important properties. These tests will ultimately lead to even better inks for the packaging field.

# San Francisco Samplings

By MARK M. HALL

■ ■ As of now, mid-July it is hard to find a coffee man up or down the street who has a good word for business. Some say it is the longest dry spell they have ever experienced, while others indicate there has been a ripple of interest in Colombian's in the last few days. There is a bearish feeling, with many looking for a recession in prices before the end of the year, but with the usual number of qualifications and hedges.

Here is the way one coffee man sizes up the situation: With ample crops in sight and reserves held by producers, big buyers in this country are holding off. Roasters are fortified by good inventories. Brazil is expected to have a million and a half or two million more bags of coffee for export in the 1951-52 season than the previous season, and 1952-53 will be still larger. Many new trees will come into bearing, especially in Parana.

Quality coffees of Central America are cleaned up, there is a scarcity in Venezuela, and the trade will have to depend on Colombians for the balance of the year. From August to September is a period of in-between crops. Colombians could strengthen up and make the market vulnerable for one more squeeze, de-

pending on how roasters enter the market. As the new Brazilian crop comes in, prices may tend to go down again, this man says, some time during November and December.

One importer comments that if prices came down ten cents it would be a blessing to the market. That much difference in retail prices would remove consumer resistance and at the same time give the producer enough for a good profit, he contends. The future is not bright, he insists, when one considers high prices combined with consumer resistance, decreased consumption and pegging of Brazilian coffee prices.

Many doubt the ability of the Brazilian government to hold prices to a high level in view of the inevitable accumulation of surpluses. One estimate of a Brazilian representative to a local house places the surplus in 1952 at five million bags. All of these opinions are on the bearish aspects of the market. Events such as war or peace, defense spending and public buying habits could change the picture, but that is another story which will be better told when the Korean trouble is resolved.

■ ■ Mr. and Mrs. Andrew S. Moseley were in town last month, visiting old

friends and doing a little business. Mrs. Moseley came along to breathe some of San Francisco's fog. For most of the time, she had her wish fulfilled.

■ ■ Mr. and Mrs. Walter O. Granicher drove back east last month to be present at the graduation of their son John from West Point. It is understood that John stood well up in his class scholastically.

■ ■ Don F. Bechter, head of the inbound freight department of the Transpacific Transportation Co., has been elected new president of the Chamber's Junior World Trade Association. Don is a graduate of Stanford University and joined the firm four years ago.

■ ■ Bill Burch, of Ruffner, McDowell and Burch, Inc., spent some time in Los Angeles recently calling on the trade.

■ ■ Another commuter to that city was Arthur Woelfl, of J. Aron & Co., Inc.

■ ■ A glance at the following figures, furnished by G. S. Evans of the Port of San Francisco, might give some clue to the dullness in the trade right now. Total shipments of coffee into the Port for the first six months of 1951 was 75,000 tons. For the same period in 1950 the total was 61,193 tons. June of 1951 totaled 8,840 tons and June of 1950 was 3,890.

■ ■ Ed Howatt, of the C. G. Cambron Co., says the Kona crop of the Hawaiian Islands looks like a good-sized one. There is always an "if," which has to do with winds. If it blows hot and hard in  
(Continued on page 69)

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# New York News

■ ■ Front Street is once again in the middle of the summer doldrums at this writing, but some quarters lay the quiet to conditions other than the season in general and the weather—which is blazing hot—in particular.

The doldrums may disappear in activity of a noticeable nature any day now, but for a fairly extended period recently not too much has been doing, these sources say.

For one thing, the heavy volume of imports earlier in the year made for a pretty good inventory position on the part of roasters. In fact, roasters have been holding reserves which ordinarily the grocery trade would be stocking, but with little fear of rises that field has been sticking close to its barest working minimums.

Roasters will probably be coming into the market in the near future, in strength, that is, but everyone is trying to get the picture of what is happening now with Brazil's pricing policies.

Latest reports indicate that fixed minimum export prices will be discarded in favor of a daily spot price for coffee exports.

Registrations of coffee export sales declarations from Santos are now being accepted on a daily basis for Santos 4's, spot types, soft and hard, with the usual differentials for other spot types. In the future, it was indicated, exporters will be able to follow the real daily market value.

So Front Street is watching, and perform doing some waiting. And the Street is also hoping that producers will bear in mind the vital importance, to everyone, of conditions which encourage a steady flow of coffee to what is easily the largest market for the product in the world.

■ ■ New Yorkers are becoming highly smoke conscious as a result of the hard-hitting series of articles on the subject

in the New York World-Telegram and Sun.

The coffee industry came off very well, indeed, in the articles. The newspaper noted that the industry, which has a serious problem in the smoke given off by roasters, has been working energetically to develop a solution—and has succeeded.

The articles cited the new roasting plant of Jos. Martinson & Co., Inc., at the corner of Franklin and Greenwich Streets, and pointed out that no smoke is emitted into the air when coffee is roasted there.

The success of the Martinson smokeless roasting operation has been watched with keen interest by other roasters and many of them are preparing to follow suit, the article said.

The fact that coffee was given such commendatory recognition in articles which, on the whole, are not at all kid-gloved is a tribute to the work done by Jabez Burns & Sons, Inc., in developing practical smokeless roasters, and to John Mazzei and his local and national committees, which plugged away with remarkable initiative and energy to solve the problem of smoke in the roasting of coffee.

In the meantime, however, the Bureau of Smoke Control has been cracking down hard on all violators, and some coffee roasters who do not yet have the equipment installed have been tabbed with summonses.

It is to be hoped that the judges before whom these members of the trade will appear will take into account the efforts made by the industry—particularly the New York roasters—to solve the problem, investing considerable amounts of time and money in the project. Moreover, the problem was tackled by the local roasters long before any special campaigns were put on by the Bureau of Smoke Control.

■ ■ Trevor Arkell, of Nabob Foods,

Ltd., Vancouver, was in New York City last month to whip into shape plans for the forthcoming convention of the Tea and Coffee Association of Canada, to be held September 17th, 18th and 19th at the Chateau Frontenac, Quebec. Mr. Arkell is president of the association.

■ ■ Those aren't new buildings on Water Street where Martinson used to be. They're the same buildings sand-blasted to uncover a fresh new face. S. A. Schonbrunn & Co., Inc., will soon be moving its office departments into them, making more room all around for the coffee manufacturing operations.

■ ■ His many friends on the street are glad to see Ed Washa, of Wessel, Duval & Co., Inc., up and around again after a long bout of illness.

■ ■ Some Front Streeters do get around. Jack Spencer, of the J. D. Spencer Co., left last month by air for a trip to Paris.

■ ■ Alfred G. Batterson, Sr., traffic manager of the Old Dutch Coffee Co., died last month at his home in the Bronx. He was 66. He leaves a wife, a son and four sisters.

■ ■ David Osborne, formerly with T. H. & F. A. Jones, on Front Street, is now with the A. C. Israel Commodity Co., Inc., in the coffee department.

■ ■ Albert Hanemann, of the New Orleans office of the Brazilian Warrant Co., Inc., was here for a one week visit to the New York branch of the firm. He flew up and went back the same way.

■ ■ The John G. Paton Co. has been named sales agency for the New York area of Holiday Coffee, the new crystalline soluble. Paton was selected, it was explained by Holiday Brands, Inc., Walpole, Mass., manufacturers of the product, because of the New York firm's policy of handling only a limited number of accounts concerned with the manufacturing or processing of high quality edible foods.

Holiday Coffee is produced by a high vacuum process similar to the methods used to make many of the fruit juice concentrates.

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## Southern California By ANDREW S. MOSELEY

■ ■ The sudden death of Roy Farmer came as a shock to his many friends and associates in the Southland. Roy, a pioneer in the coffee industry, was founder and president of the Farmer Brothers Coffee Co., and passed away at the age of 59. He was an active member of the Southern California Coffee Roasters' Association and the Pacific Coast Coffee Association, and served several terms as a director of the National Coffee Association.

■ ■ Certified Grocers of California are now operating their new roasting plant and have lately commenced distribution of their two whole bean blends, "Perfect Host" and "Guest".

■ ■ Charles Josefe, accompanied by his wife Christine, spent several weeks in Los Angeles, coming up from Mexico City for a short vacation and business trip. The Josefes, and other guests, were entertained at dinner in the Key Room of the well-known Old Virginia in South Pasadena by the Charles and John Macks.

■ ■ Norman Johnson, of E. A. Johnson & Co., of San Francisco, visited Los Angeles for several days, calling on the trade. His father, Ed Johnson, spent most of June in Brazil.

■ ■ At a special meeting of the Southern California Coffee Roasters' Association, President Bill White presiding, officers were elected for the coming term. Ed Appfel, of the firm bearing his name, was elected president. Reelected were Walter Emmerring as vice president, Earl Lingle as treasurer and Elwood Bowles as secretary.

■ ■ A few of the boys went on a fishing trip to Horseshoe Kelp, down San Pedro way. Fishing for barracuda, bass and yellowtail were Bill White, Bill Waldschmidt, Lennie Koppel, Fred Bartz and Earl Lingle. High honors went to Bill Waldschmidt, who landed two yellowtail.

■ ■ Seen at Las Vegas recently and having fun, were the Waldschmidts, Bill and Thelma, and Ted Lingle.

■ ■ While it may be a bit premature, 90 to 93-cent vacuum prices on the shelf today are not causing too much excitement in the way of fast movement. Perhaps it is just as well that for the time being, at least, further advances in the vacuum field were held up. While it took several months for 89-cent coffee to become established, it now appears that 93 cents is going to take even longer. The situation still exists of coffees selling on week-end sales and brand names becoming a bit more secondary. Along the same line, 79-cent bag coffee becomes somewhat of a sifter when vacuum is on sale at the same price or even at 81 to 83-cents.

■ ■ **THOUGHTS OF THE MONTH: THE SOLUTION TO MANY OF THE COFFEE PROBLEMS EXISTING TODAY? . . . WHY, LOWER GREEN COFFEE PRICES OF COURSE! . . .**



Henry Schmidt, who is now handling coffee for Nabob Foods, Ltd., is celebrating a birthday every month this year. It's the birthday of his son, now five months old and Vancouver-born. Mr. Schmidt came to Vancouver from Chicago, where he was associated with Wesley C. Becker, agent for Hard & Rand, Inc.

## Vancouver By R. J. FRITH

■ ■ Vancouver coffee men will hear with interest that the Interprovincial Co-operative, Ltd., of Winnipeg, is building a tea and coffee processing and packing plant almost on their own doorsteps and will proceed to develop business in these immediate territories.

The new plant will be housed in a building now nearly complete. The coffee plant's capacity was not at first announced, but it was understood this would be approximately one ton roasting capacity, with appropriate grinding and packing equipment.

Interprovincial Co-Operative, Ltd., is headed by George Fast, 389 Main Street, Winnipeg. His cooperative's newest plant is on a site adjoining the main BCER interurban line, in the municipality of Burnaby, about a half mile east of Vancouver. The plant's address is 2674 Bonser Avenue, Burnaby. The building is to be 91 feet by 76 feet.

The organization is a large cooperative society, in which other provincial co-operatives hold memberships.

■ ■ J. M. Murchie, well known tea and coffee chain store operator, reports good volume though prices continue firm. He notes there is continued demand for halves and quarters, in teas, attributes this to his location which is largely in an apartment house district. At the same time, he reports a swing to tea bags, about 25 per cent of his customers preferring to buy their tea in that form. The increased federal sales tax, now ten per cent, applies to both tea and coffee, but has not reduced volume to any noticeable extent.

■ ■ Joe Diamond, of National Spice Mills, reports cloves hard to get in Vancouver. Prices of all spices continue firm, he says, but except for cloves, supply is good. No shipping or other import difficulties are being experienced at this time.

■ ■ Trevor Arkell, manager of operations of Nabob Pure Foods, Ltd., and Henry Schmidt, manager of the coffee department, both attended the Pacific

Coast Coffee Association's convention at Pebble Beach, California. They brought back with them the interesting news that British Columbia coffee men were, by formal resolution, authorized to become full members of this important association. This is a friendly gesture to the British Columbians, who appreciate the compliment and accept the invitation, almost all of them joining PCCA.

George C. (Sunny) Westfeldt, a director of the National Coffee Association and a green coffee importer in New Orleans, and his friend Carl Lincoln, green coffee broker of Seattle, spent some time here as guests of Vancouver coffee men. They were both welcomed and invited to call again when they are up this far north on the Coast. Mr. Westfeldt, with typical old world New Orleans courtesy, extended a gracious invitation to Vancouver coffee men to visit New Orleans at the first opportunity. Many of the local coffee men will accept. Mr. Lincoln has a standing invitation to Vancouver coffee men to visit his city of Seattle, as often as they can. They are always sure of a hearty welcome there, too.

■ ■ In Vancouver and in the western territory generally (in this case, the provinces of Alberta and British Columbia are included) iced tea is coming in for some attention. But Vancouver does not go for iced tea to any great extent. The city is never overly warm, even in the summer. Interior cities which rival Arizona for high temperatures are better markets. W. G. Jeffery, manager of the Tea Bureau's western activities, has gone over to Calgary to start the iced tea campaign rolling. He is confident volume in that warm Alberta city and in other nearby cities, as well as in the "hot" inland cities of B.C., will be well up this year.

■ ■ James Booth Smith, well known tea expert from Calcutta, India, arrived in Vancouver early last month. He is with Balmar Lawrie & Co., Ltd., of Calcutta. He had several meetings with tea buyers in Vancouver, then proceeded to visit others in eastern Canadian cities.

■ ■ Another well known tea authority from India came to this city at about the same time. He is W. A. Milner, of the Bon Ami Tea Estates, Travancore, India. This is one of the older tea plantation companies of India, bearing the same name it had when India was held by the French, which accounts for that Bon Ami part of its title. While in Vancouver, Mr. Milner was a guest of W. G. Jeffery of the Tea Bureau.

■ ■ Robert McCance, Vancouver manager of the Blue Ribbon Tea Co., was away on an interesting business trip recently. He reports demand good in all territories visited for practically all consumer goods. He notes a continuing interest in good teas.

■ ■ Malcolm McLeod, of the venerable Hudson's Bay Co. (incorporated in 1670, as they like to have everyone know), has realized one of his pet ambitions—a special and exceptionally complete spice sec-

(Continued on page 70)

## CHICAGO

By JOE ESLER

- E. M. Muldoon, who has been active in the retail chain and wholesale food fields for more than 26 years, has been appointed vice president in charge of the Chicago operations of the Reid, Murdoch Div. of Consolidated Grocers Corp.
- Best Products Co. manufacture Best Automatic Coffee Makers. Distributors will be appointed by the company in various parts of the country. Kauer and Associates are handling the advertising.
- Will Cassin, general manager of Centrella food stores in the Chicago area, reports a heavy advertising program is underway boosting their brands. Leonard Olson, manager of the coffee department, is boosting coffee in the drive.
- James A. Talboys has been named sales director for Gaylord Container Corp., Detroit offices. He comes from their Milwaukee sales office.
- Eureka Tea Co. plan adding 60 routes to their various branches in Chicago, Akron, St. Louis, Peoria, Springfield, and Milwaukee.
- Sprague, Warner & Co., Div. of Consolidated Grocers Corp., is celebrating its 89th anniversary in the food distributing field. A. J. Bischan has instituted a big anniversary sales contest throughout the nation-wide organization.

## Minneapolis

By HARRY P. RILEY

W. F. Williamson, executive vice president of the National Coffee Association, addressed the Northwest Coffee Roasters Association at the Curtis Hotel last month. Those present included, from the Atwood Coffee Co., Henry M. Atwood, Thomas F. Atwood, F. Howard Winney, Harry P. Riley, Gene Dunklee; from the Twin City Wholesale Grocery Co.—Harold Goth, Erwin Knutson; from the Japan Tea Co.—Willis Krumpleman; from the Nash Coffee Co.—John Hanson, Les Clark, Otto Sorenson and Blanche Scanlon; from Red Owl Stores—Dave Platter and Stan Balcom; from the Holt Coffee Co.—Jim and Helen Holt; from the McGarvey Coffee Co.—Robert McGarvey, Jr., Don Eklund and Don Asplund; from the Jordon-Stevens—Phil Walsh and John Lutter; from the Eibert Coffee Co.—Paul Eibert; from the Twin City Tea Co.—John Patton; from the Baker Importing Co.—Frank Feinberg;

from the Minneapolis Coffee Co.—John Thompson and Ed Mannerberg; from the Osgood Coffee Co.—Doug Bentzen and H. W. Fritz; from the Duluth Andreson-Ryan Co.—John Andresen.

## San Francisco

(Continued from page 65)

September and October, there is no telling what will happen to the cherries. Production runs now from 60,000 to 100,000 bags.

■ Among those from San Francisco who attended the funeral of Roy E. Farmer in Los Angeles were John J. Beardsley, Paul Ortega, Norman Johnson, Bob Quinlan and others.

■ Fred Doeker, of the Grace Line, spent a vacation at Lake Almanor lake fishing. He claims a catch of 23 trout in one day. Not bad!

■ Duilo Baltodano, of Moysis Baltodano & Hnos., Nicaragua, was in San Francisco last month visiting the S. F. Pellas Co. and the trade. His company represents Pellas in Nicaragua. Another visitor was William Peters, a producer in Costa Rica. Mr. Baltodano said the crop this season will be larger than last year. Both visitors turned out to be faithful readers of Coffee & Tea Industries.

■ R. B. Smallwood, president of Thomas J. Lipton, Inc., and Lawrence Heyworth, affiliated with Lipton's in London, were recent visitors at the San Francisco office to award the "Promotion Man of the Year" trophy. The recipient was Fred Marinaro, a western salesman with a top record. The trophy was a beautiful wrist watch.

■ Besides being a fisherman of note, W. A. Ehrhardt, president of the Alexander Balart Co., is also a horseman of some enthusiasm. He is a member of the Sonoma County Trail Blazers, Santa Rosa. Recently 200 of them completed a five-day horseback ride over the beautiful country from Healdsburg to Casadero. They traveled, in all, 105 miles, and one day covered as much as 30 miles. They took the back roads, away from the traveled highways. The boys had no end of fun. Ehrhardt, a coffee man, could share his love of horses with tea man, Ed Spillane, of the G. S. Haly Co., who is a member of a similar association in San Mateo County.

■ Morris Buckingham, of the Alexander Balart Co., spent a week at Pebble Beach last month.

■ The King of Sweden has bestowed upon Harry S. Scott, president of the General Steamship Corp., the Royal Order of Vasa with the rank of commander, according to an announcement released by Manne Lindholm, consul general of Sweden in San Francisco.

■ The July meeting of WSTA was held at the Leopard Cafe with Miller M. Riddle, head of the association, presiding. The principal matter discussed was the annual picnic, which will take place Sunday, August 26th, at San Mateo Memorial Park, San Mateo County. Plans call for the picnic to be bigger and better than ever. The entertainment committee consists of Marion Sanders, Standard Brands, Inc., chairman; Ed Harder, Thomas J. Lipton, Inc.; John Siegfried, Irwin-Harrisons-Whitney, Inc.; Werner Le-wald, Transpacific Transportation Co.; Jim Mahoney Sr., San Francisco Warehouse Co.

■ C. G. Eppinger, of W. R. Grace & Co., made another visit to his daughter in San Diego. It is suspected his real reason was to pick his room for the coming NCA convention at Coronado.

■ Leon Israel, Jr., of Leon Israel & Sons, Inc., was a recent visitor at the San Francisco office of the company.

■ Ed A. Johnson, of E. A. Johnson & Co., recently returned from a trip to Brazil. It was to have been an easy sojourn through coffeeland, but he found himself called upon to make speeches and take part in various activities. Now he is going away again. This time for a rest.

■ Harry D. Maxwell attended the meeting of the Bohemian Club in this city. The boys really play there, but Harry was careful. He had a few circumspect companions, like Herbert Hoover, the ex-president who was in town to attend the meeting and no doubt others of his conservative habits were also present.

■ Rude Boyd, of the Boyd Coffee Co., attended the board meeting of the PCCA last month in San Francisco.

■ Harold F. Gavigan, of B.C. Ireland, Inc., has been requested by Michael V. Di Salle, director of the Office of Price Stabilization to serve on the advisory committees for coffee and spices. He has the distinction of being the only man in the country to represent both the coffee and spice industries.

■ As if the above were not enough, Harold Gavigan again distinguished himself by doing so well on a fishing trip that he called in a group of coffee men to share his catch of trout at a little party. Among those included were Walter Granicher, W. R. Riese, E. L. Shaw, Andy C. Glover and Bob R. Quinlan.

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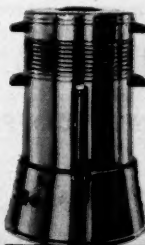
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# New Orleans Notes

By W. McKENNON

■ ■ Mr. and Mrs. Leo Torres daSilva recently spent a month in New Orleans. Mr. daSilva, general manager of Vicri, S. A., with head offices in Rio de Janeiro, maintained headquarters at J. Aron and Co., Inc., while here.

■ ■ Lieutenant Colonel R. B. Robertson is now stationed at Fort Sill, Oklahoma. Until reporting for active Army duty, he was associated with J. E. Cathalogne in the coffee business here.

■ ■ A. Vertes, of Vertes and Cia. Ltda, Rio de Janeiro, was a recent visitor to this city. Mr. Vertes is thinking of re-entering the coffee exporting field after a lapse of several years. While here, Mr. Vertes made his headquarters with J. P. Marks, who has represented this concern since 1938.

■ ■ Mrs. David Kattan and her daughter, Darlene, are visiting in Honduras, where Mr. Kattan will join them shortly.

■ ■ Clifford Lafaye, of W. D. Roussel and Co., Inc., has returned from a business trip in the interests of his firm.

■ ■ Harold McCardell, manager of the Delta Line's Santos office, with Mrs. McCardell, arrived in New Orleans aboard the Del Norte recently for a vacation in the States.

■ ■ Westfeldt Brothers have finished remodeling and redecorating their offices at 528 Gravier Street. African mahogany was used extensively in paneling, and a separate cup-testing room and reception room were created.

■ ■ Mr. and Mrs. Earl Zander, of

Zander and Co., Inc., are vacationing in Minneapolis.

■ ■ Walter D. Stuart, of New York City, well known to the coffee trade, was a recent visitor in New Orleans, calling on his many friends.

■ ■ R. M. Nash, of Nash and O'Brien, with Mrs. Nash, flew to Brazil recently on business.

■ ■ Fred White, of Stewart, Carnal and Co., Ltd., is vacationing with his family on the Gulf Coast.

■ ■ Ed Ganucheau, of J. Aron and Co., Inc., was away from the office for the past two weeks on a business trip.

■ ■ Jimmy Montgomery, of Leon Israel and Bros., Inc., in Brazil returned home with Mrs. Montgomery from a visit to the States via New Orleans recently. They sailed aboard the Del Mar.

■ ■ Mr. Felix Vaccaro visited Chicago and New York recently. He was accompanied by his wife.

■ ■ John Pepper, of the Goyer Co., Memphis, Tenn., was a recent visitor in New Orleans.

■ ■ E. E. Hood, of the Otis McAllister Coffee Corp.'s San Francisco office, visited briefly in New Orleans on a recent trip.

■ ■ Walter J. Flannagan, of the Crest Coffee Co., was on a business trip recently.

■ ■ Don Anderson, of the Southland Coffee Co., Atlanta, stopped in New Orleans for a short visit on his way to California to attend the NCA directors' meeting.

■ ■ Earl P. Bartlett, of the American Coffee Co., has just returned from a

trip through Florida, Mississippi and Alabama, where he called on jobber customers.

■ ■ Albert Hanemann of the Brazilian Warrant Co., Inc., New Orleans, and Mrs. Hanemann returned aboard the Del Norte from a two months' trip which included visits at Sao Paulo, Rio and Santos.

■ ■ Prominent Guatemalan coffee men—Roberto Pivaral, planter, Michael Navas, agent, and Aldo Cabello, of the Oficina were recent visitors in New Orleans.

## Vancouver

(Continued from page 68)

tion in the Vancouver store's grocery department. He thinks the section, located in "Epicure Cove" on the food floor, has every sort of spice, savory and flavoring ingredient available, and in every wanted variety. In addition, Mr. McLeod has added mono sodium glutamate, which, if it is not a spice itself, does develop and intensify flavors in all foods. Next, he will want to add some of those hand-power spice mills, so popular with the *haute monde* around here. His department is already developing a fine trade.

■ ■ William Rowe, of Sussman & Warner, Inc., San Francisco, arrived in Vancouver aboard the S.S. Mombassa, a coffee ship, but he returned by plane. He was calling on friends in the coffee business here.

■ ■ Young William Rowe, son of the San Francisco William Rowe, came up from New York City, where he is associated with the coffee department of the Bunge Corp. In Vancouver, the Canadian branch of the corporation does no business in green coffee, but the New York office of the firm does, and is now getting ready to fill some coffee orders for Vancouver roasters.

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## Hot tea campaign for 1951-52 readied by Tea Council

With the smoke of National Iced Tea Time still in the air, the tea industry has been readying plans for the 1951-52 hot tea campaign.

The first three ads for the hot tea drive have been worked out by the Leo Burnett Co., agency for the Tea Council, in conjunction with the Council and the merchandising committee of the Tea Association.

A budget for merchandising material was also approved. Point-of-sale pieces will be available to large and small retail grocers, packers and distributors in accordance with Tea Council policy.

The material will include a jumbo window poster measuring 44 by 34 inches, a small display poster and a three-dimensional shelf strip.

The three-dimensional piece was developed after reports from the field that a similar pop-up glass used for the iced tea drive this summer is a tremendous success.

In order to help the grocery trade make the most effective use of the point-of-sale aids, packer salesmen as well as members of the Tea Council staff will promote their use with chain grocers.

## What is the outlook for tea? Says two factors are decisive

The reopening after 11 years of the London Market, within the confines of the terms laid down by the Ministry of Food, makes a forecast of the price trend difficult, but it would appear that two factors override all others in importance when dealing with the future of Indian tea, says Carritt Moran & Co., Ltd., in its annual tea review of the 1950-51 season.

These factors are (a) How soon Indonesia can reach its pre-war production; (b) Consumption in the United Kingdom.

With regard to (a), the latest reports on conditions in Indonesia are far from reassuring, and unless that country and Holland can overcome their difference regarding West New Guinea, it seems likely that the Dutch in Indonesia may find living and working conditions there almost intolerable. As it is, the deteriorating state of affairs has bred mistrust of the future and producers appear reluctant to embark on any further capital expenditure for expansion of production and factory facilities.

With regard to (b), it is thought by many that when rationing is lifted, there will be a sharp rise in consumption figures in the United Kingdom. This opinion is based on the very substantial increase in factory and canteen sales which has become a feature of the U. K. tea consumption and which was practically non-existent in prewar years. The off-take of tea from this source may well be in the region of 70,000,000 pounds. It is, therefore, reasonable to suppose that the United Kingdom may be counted upon to absorb some 500,000,000 pounds of tea when it has recovered from rationing.

It is also known that stocks there are low, and in order to build up the comfortable six months' supply which is necessary for normal trading, some 150,000,000 pounds more may have to be acquired.

Over and above these major factors, there is a heavy demand for tea in India itself. It is remarkable that consumption has not lost ground despite the fact that retail prices since the war have increased nearly five times.

The efforts of the International Tea Market Expansion Board, whose excellent work has been concentrated in a long term plan to build up consumption slowly but permanently over the world are meeting with success, though their extent may not be fully gauged for some years to come.

In the race between supply and demand, for the immediate future the odds are that production will not keep pace with consumption although each year the gap will narrow. The reopening of the London Market will play its part in stabilizing prices and it may well be that, while the better sorts will again realize satisfactory prices, buyers may in time tend to pay less for inferior, undesirable kinds.

### In Tibet it's hospitallitea

Hospitality is one of the Tibetan's strong suits, according to N. K. Haldar in "Land of the Lamas." If you go into the house of any Tibetan, even though he may not have seen you before, he will not permit you to leave until you have shared a cup of butter-tea with him.

This butter-tea, by the way, is a special concoction of concentrated essence of tea, butter, milk, soda and salt, thoroughly shaken with a wooden plunger in a narrow churn. By the side of a porcelain cup without a handle there will be a wooden bowl containing flour from which you are expected to take a pinch with your hand and to stir it into the tea with your finger, for there are few knives, forks or spoons in Tibet.

"In Siberia, Mongolia, Tibet, and China, bricks of compressed tea have circulated as money, according to Blanche E. Clough, assistant to the curator of the Chase National Bank Collection of Moneys of the World. This 'money' was manufactured in Southern China and is made of the leaves and stalks of the tea plant, aromatic herbs and ox blood.

"The tea bricks are of various sizes, stamped with a value which varies, depending upon the quality of the tea. The natives of Siberia preferred tea-money to metallic coins because Catarrhal conditions and lung diseases prevail in their severe climate and they regard brick tea not only as a refreshing beverage but also as a medicine against coughs and colds.

"The bricks are all marked with dividing lines so they may be broken evenly into halves or quarters, and it is not necessary to spend the whole brick at one time.

"It is difficult to say whether tea bricks are being used as money at present, but it had been the practice up to modern times.

"There are five specimens on display in our exhibit. They are of various sizes and from different sources. The most recent one definitely known to have been in use was brought to this country in 1914."

### Brazil's jute for coffee bags

Brazil needs 30,000 tons of jute each year to be made into millions of bags in which to pack coffee for export, according to the Moore-McCormack Lines.

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- 1—Burns green coffee Cleaner.
- 1—Burns coffee bean Mixer.
- 1—Burns #14 Sifter.
- 2—Burns 4-bag Coffee Roasters.
- 4—Coles #22 Coffee Grinding Mills.
- 1—Separator.
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**FOR SALE:** Hi-speed Goat Satchel packing machine for 1 oz. to 3½ oz. gelatin dessert or any free-flowing granulation. Makes satchel, weighs, packs, stuffs into outer container. Like new, late model. Can be seen on West Coast. Service. Model No. 663. Address Box 662, care of Coffee and Tea Industries.

**FOR SALE:** 2 Burns Elevators, 3 #12 Burns Mills, 1 #14 Burns Compactor Mill, 1 Haynes Upright Mixer 1000 lb. 10 H.P., 1 Day Mixer 400 lb. type C, 1 Roball Sifter 8" x 2", 1 Roball Sifter 4" x 2", 1 Fitzpatrick Mill Water Jacketed 7½ H.P. New, 1 Day Moto Sifter & Screw Elevator ½ H.P. Portable, 1 Fitzpatrick Mill (Lab) Model M, 1-Triangle Filler for 5 lbs. tea. The Harrison Company, 601 West 26th St., New York 1, N. Y.

### EQUIPMENT WANTED

**WANTED:** One No. 66 Gump Coffee Grinder complete. Contact Noble Tea & Coffee Co., Ltd., 923 Wyandotte St. E., Windsor, Ontario, Canada.

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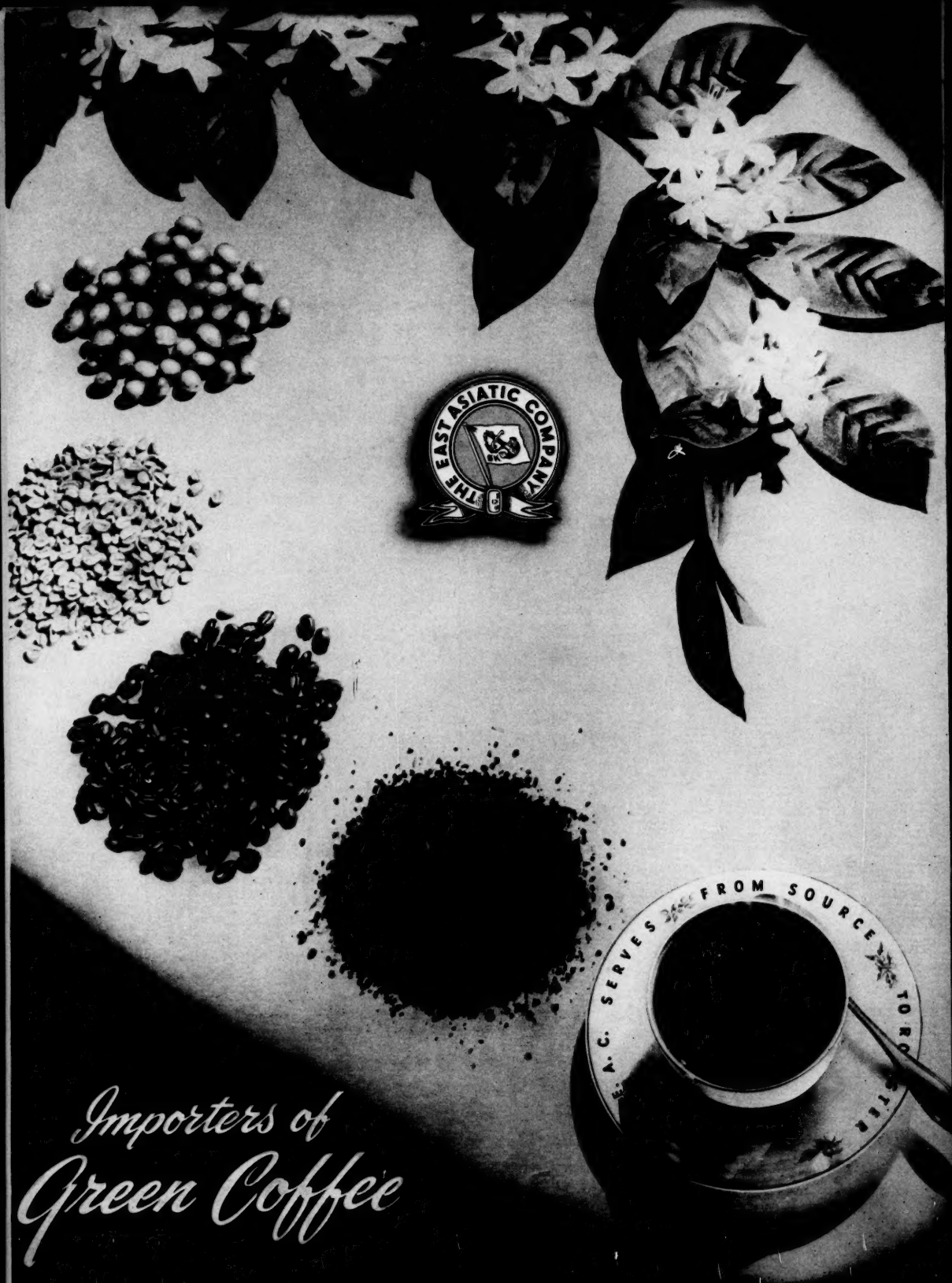
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